

LIFE



GRETA GARBO

NOVEMBER 8, 1937 **10** CENTS

***"Now she'll start quicker'n
you can say 'Ethyl'!"***

The new "cold weather" gasoline which oil companies are putting in their "Ethyl" pumps is their *first-grade* motor fuel for your use this winter.

It's first in anti-knock value because it has more anti-knock fluid (containing tetraethyl lead) than you can get in the best "regular-grade" gasoline.

It's first in all-round quality (including quick starting) and is double-tested by your oil company and the Ethyl Laboratories.

By preventing harmful knock, Ethyl means savings on gas and oil, and 100% performance from your high-compression engine; a better run for your money all winter long!



Look for this emblem on the base or globe of every Ethyl pump. It means best-grade gasoline.

NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY

Quick Picture Story of 1938 Plymouth

YOU MUST SEE IT! NEW LUXURY—SMOOTHNESS—AND EASE OF HANDLING! TEST ITS NEW COMFORT FEATURES! GET FACTS ON ITS AMAZING ECONOMY!

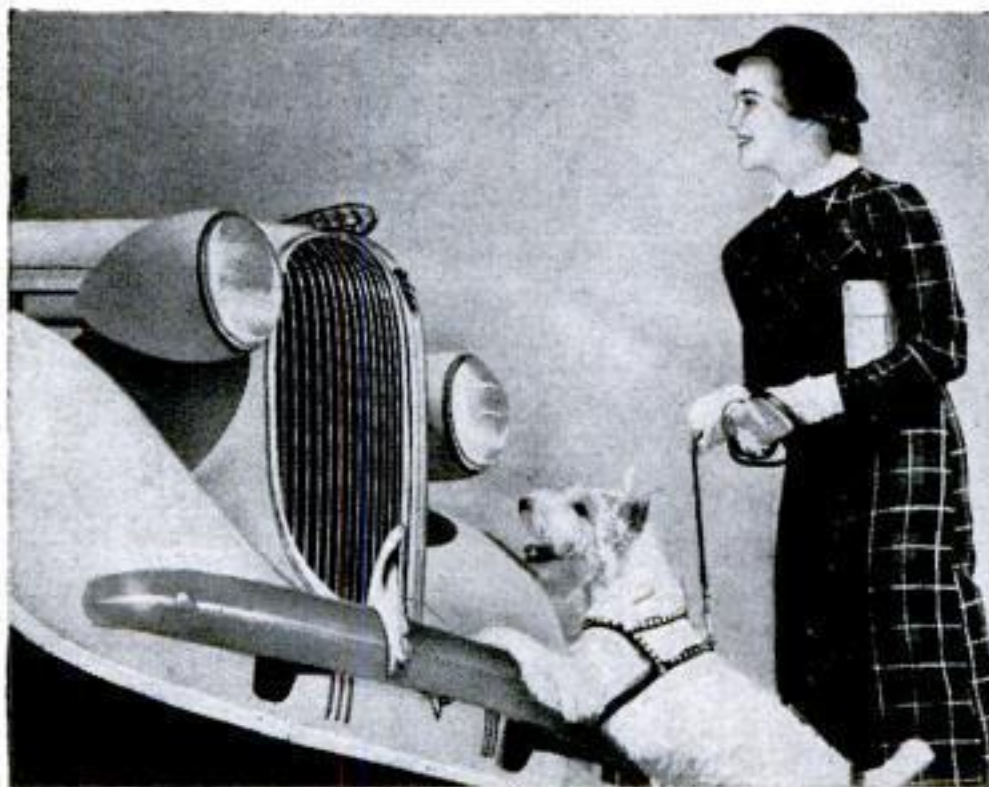
A GREAT RECORD

It's here today...the new 1938 Plymouth...climax to 10 years of great cars!

The first Plymouth was built in 1928. Within three years, one out of every twelve low-priced cars was a Plymouth. In seven years, it was one out of every four!

Today, millions make Plymouth their first choice in the low-price field. And today the new 1938 Plymouth is here. See it!

PLYMOUTH'S LOW PRICE. Look at these pictures of the great, new Plymouth. And remember...this fine, luxurious car is priced with the lowest. The Commercial Credit Company offers very easy terms through Dodge, De Soto and Chrysler dealers. Don't forget, tune in Major Bowes' Amateur Hour, Columbia Network, Thursdays, 9 to 10 P. M., E. S. T.



1 Look at the Gleaming New Front End of the beautiful 1938 Plymouth! You'll admire the new radiator. Fenders sweep clear around it. The hood is long...headlights are more efficient. The whole car's style is distinctive!



2 The Lady Is Holding the handbrake. It's out of the floor and under the instrument panel. The clutch works easier—requires 15% less pressure.



3 She's Saying There's Loads of Room. Seats are wide and "chair-height." Head room, leg room, elbow room are something to marvel at! See how wide those doors are. Door-pillars and the entire body are all steel...welded into one piece.



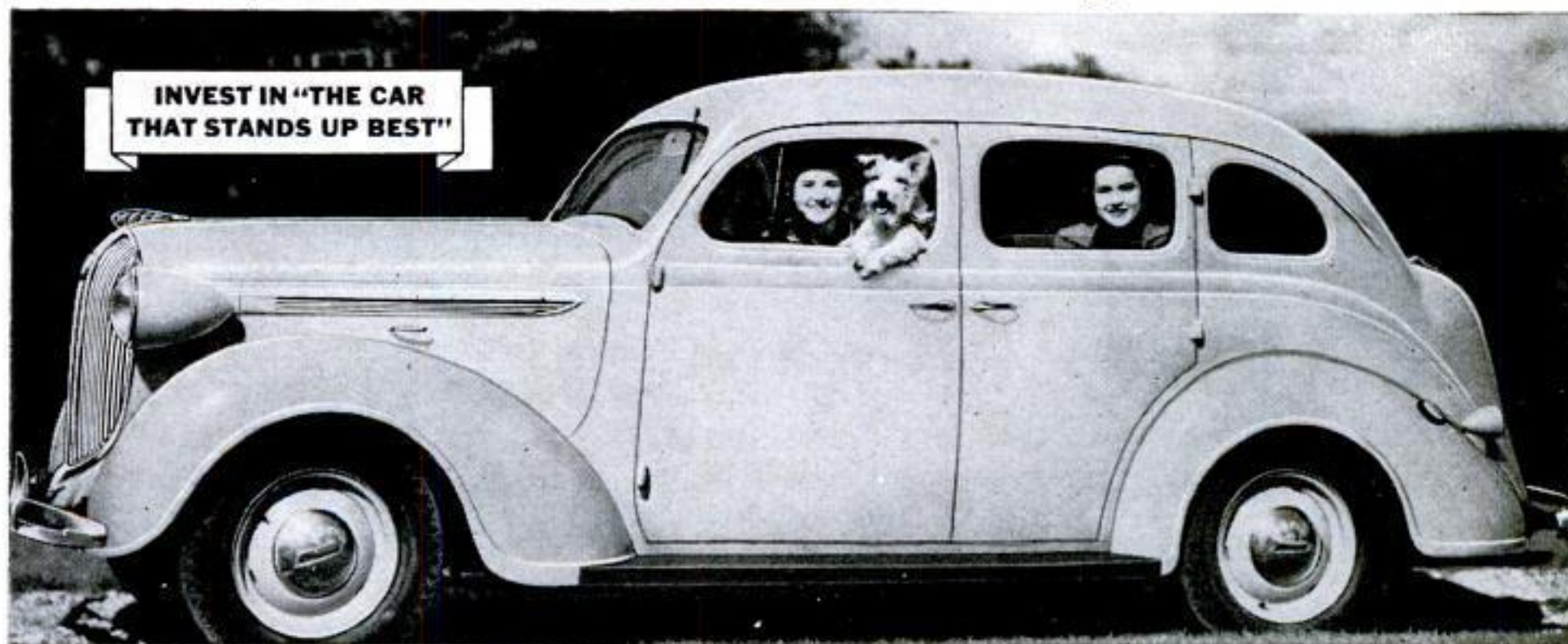
4 The Lady Listens to the tick of her watch. It's easy to hear—this Plymouth is sound-proofed like a radio studio!



5 She Relaxes...and admires the lovely new upholstery. And she learns this whole luxurious interior is Safety Styled. Big airplane-type shock-absorbers and rubber body mountings block out nerve-racking jolts and road vibration.



6 Lift the Hood...and look at that 82-horsepower, "L-head" engine. It's one of the many big reasons for Plymouth's amazing economy. Gas and oil bills are LOW! You'll save on all upkeep!



7 There's Fresh New Beauty In This 1938 Plymouth—and solid value throughout. It's a big car with an all-steel body, rigid X-type frame, and safe, double-action hydraulic brakes. And Plymouth owners regu-

larly report 18 to 24 miles to the gallon...lowest up-keep costs. It has a higher resale value because it's "the car that stands up best!" PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**PLYMOUTH BUILDS
GREAT CARS**

See the 1938 Plymouth

This One



QECD-42Y-W32T

The King of Automobile Wreckers



Don't let "Baldy" throw your car in the junk pile

This assassin of the highway can turn any car into a mass of twisted steel quicker than a bolt of lightning. This time of year he strikes with such savage speed that even the best of drivers are powerless to stop him.

Protect yourself, your family and your car... remove the "Baldys" (smooth tires) from your wheels, NOW! Don't wait until a car-wrecking skid makes you wish you had.

EXTRA GENEROUS FALL AND WINTER TRADE-INS AT ALL SEIBERLING DEALERS NOW

PLAY SAFE! This is the best time to trade your smooth tires for
THE TIRES THAT NEVER WEAR SMOOTH

● If you have never experienced the sure-footed anti-skid protection of Seiberling's amazing Two-Tread Tires, here are three good reasons why you should take your smooth tires to the Seiberling Dealer in your community *immediately!*

FIRST, Fall is the SMART time to buy tires. New tires that are "broken-in" during the cool weather last longer because their treads wear slower.

SECOND, by putting Two-Tread Seiberlings on your car this Fall you are assured

of full anti-skid protection all this winter and all NEXT winter. The second tread will appear just as the weather becomes wet and slippery next Fall.

THIRD, to encourage Fall and Winter sales Seiberling dealers are now making unusually liberal trade-ins. They can show you why this patented* Two-Tread Seiberling will cut your tire costs practically in half. Save yourself money and your car from accident by calling on your Seiberling Dealer right now.

THE SEIBERLING RUBBER COMPANY • AKRON, OHIO, U. S. A.

Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

SEIBERLING

TWO-TREAD  **AIR-COOLED TIRES**



Slice-back shows second tread that appears after 15-20,000 miles—a sharp, anti-skid pattern that NEVER wears smooth—doubles safe mileage.

THIS TIRE IS NOT EXPENSIVE

See your Seiberling dealer for prices on your size and the generous trade-ins he is offering for Fall and Winter sales.



Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.

*The Air-Cooled Tire is covered by 8 U. S. patents.

Copyright 1937 by the Seiberling Rubber Company, Akron, Ohio.

"It seems incredible that you can offer these signed, original etchings by such great artists

for only \$5 each"

EVERY day we receive letters from prospective patrons who can not understand how it is possible to obtain the original, signed works of these foremost American artists at so ridiculous a price. They read in the newspapers, for example, that the great Metropolitan Museum has just purchased paintings by George Elmer Browne and Doris Lee. They know that such artists as John Steuart Curry, Grant Wood, Luigi Lucioni and John Costigan usually command more than \$1,000 for their original oils. They also know that original etchings and lithographs of the same size and quality as those offered here often sell for many, many times this figure. Why then, should anyone, least of all, the artists themselves, want to "give their work away" for only \$5?

Why They Are Doing It

To set up a worthwhile heritage and incentive for the younger American artists, as well as for the generations of artists still to come, something had to be done to stimulate further interest in American art. The artists listed here reasoned that there was one certain way to do this—by offering some of their own superlative originals at a price that anyone could afford to pay, and by making the values so obvious that even those not at present interested in art would consider them worthy of purchase as an investment. They reasoned that if anyone could afford to make a sacrifice, they in the forefront of American Art could do so.

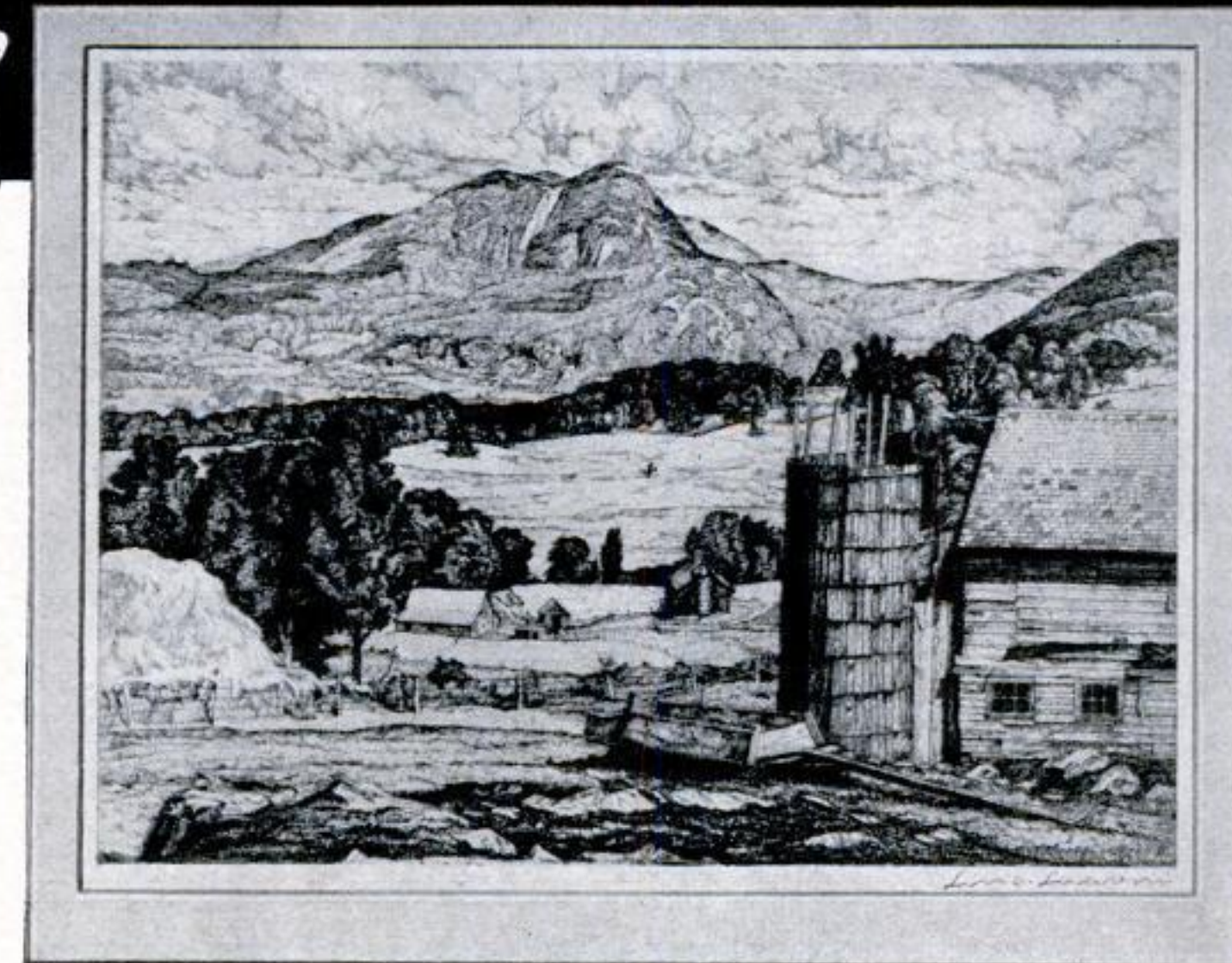
As a result, fifty-three eminent artists are now sacrificing one or more of their original etchings or lithographs each year to aid in the good work. Their unselfish cooperation now makes it possible for you to actually own fine, representative originals for less than you would ordinarily pay for a reproduction!

Many Prize Winners Included

More than a score of museums, hundreds of American and European collectors,



IRWIN HOFFMAN



"Farm in the Hills," Original Etching by LUIGI LUCIONI
PLATE SIZE: 10 3/4" x 7 1/4"

many prominent universities and even the United States Library of Congress are obtaining originals through this new movement. In addition to many prize winners, four offered in the group were selected by art critics as "Among the Outstanding Works of the Year." Many of the originals offered here at \$5 last year are now commanding three to six times that price.

Editions Strictly Limited

To insure absolute perfection, the edition of each original etching and lithograph is limited to from 100 to 250 impressions. Each original bears the handwritten, genuine signature of the artist. Sizes are generous. All are attractively mounted. To add to its life long interest and value, a complete biographical sketch is delivered with each original. More than 140 subjects are now available; among them landscapes, marines, nudes, character, sporting and architectural studies.

What Leading Critics Are Saying:

Edward Alden Jewell, eminent Art Critic of the New York Times, writes: "This worthy organization is dedicated to the task of welding a common link between artist

and public. The value of an endeavor such as this vitally depends upon the quality of the art involved. Quality has been guarded with care. Among these (works) are many that merit being placed in the forefront of American graphic performance."

Eleanor Jewett, Art Critic of the Chicago Tribune, writes: "If you can resist buying them at their extraordinarily low price, you have marvelous self-control."

Such expert critical appraisal is virtually a guarantee of your satisfaction. However, every original is delivered to you with the distinct understanding that it may be returned within thirty days (and your money refunded) if you are not in every way delighted.

Send Today for Free Catalogue!

If you live nearby, come in and see these outstanding works of art on exhibition at our galleries (entire third floor at 420 Madison Avenue, at 49th Street, New York City)... OR, send immediately for our interesting 68-page catalogue. It illustrates each subject now available, gives the size of each and name of artist, as well as



"Clock of Rouen," Original Etching by ANDREW KAROLY
PLATE SIZE: 9 1/2" x 13"



THOMAS BENTON



"Goin' Home," Original Lithograph by THOMAS BENTON
PLATE SIZE: 12" x 9 3/4"

biographies of the artists. You may order direct from the catalogue, using the convenient order form enclosed with it.

To give yourself the broadest possible selection (for editions are quickly being exhausted because of the demand) we suggest that you mail the coupon now, enclosing only 10c in stamps to cover the cost of mailing and handling the catalogue.

List of Artists Participating in this Program:

Peggy Bacon	Philip Cheney	Don Freeman	Peter Hurd	William MacLean	Andree Ruellan
Loren Barton	Jon Corbino	Jo Golinkin	Moses Hyman	Joseph Margulies	Margery Ryerson
Thomas Benton	John Costigan	Gordon Grant (lith.)	Philip Kappel	Ira Moskowitz	Raphael Soyer
Paul Berdanier	John S. Curry	Thomas Handforth	Andrew Karoly	Jerome Myers	Louis Szanto
Alex Blum	Lewis Daniel	William Heaslip	Doris Lee	Frank Nankivell	Keith Williams
Arnold Blanch	Adolf Debn	Albert Heckman	Nat Lowell	Frederick L. Owen	Alfredo Ximenez
Alexander Brook	John De Martelly	Eugene Higgins	W. R. Locke	Roselle Osk	C. Jac Young
George E. Browne	Churchill Ettinger	Morris Hobbs	Louis Lozowick	Henry Pitz	Grant Wood
Alice S. Buel	Ernest Fienne	Irwin Hoffman	Luigi Lucioni	Charles E. Pont	



ASSOCIATED AMERICAN ARTISTS, Studio 5611,
420 Madison Avenue, New York, N. Y.

Please send me your FREE, Illustrated 68-page Catalogue, describing the Associated American Artists' Program; illustrating the original etchings and lithographs now available, outlining each artist's career and awards, and containing comments of critics and collectors and museums. I enclose 10c in stamps to cover handling and mailing costs.

Name _____

Address _____

City _____ State _____

Associated American Artists
420 Madison Avenue New York City

LIFE'S FIFTH SENSE:



Babies Are Nerve-Wired for Touch (as Well as Sound)... From these dimpled fingers may stem a great American novel, or the blocks become packing cases. But one thing is sure, these fingers will develop a distinctive touch of their own. A Royal Portable with Touch Control will *match* that touch as it changes and forms through childhood, high school and college. It will make their writing easier, faster—make advancement more certain.

TOUCH... AND TOUCH CONTROL

APPROXIMATELY 120,000,000 pairs of hands in the U. S. today! Each with an individuality of touch developed in life! Strange differences revealed themselves in recent tests held by the Royal Typewriter Company. Horny-handed sons of labor registered a *lighter* touch on typewriter keys than Park Avenue debutantes and teen-age youngsters. And when Royal's unique Touch Control device was adjusted to their individual touch, they were amazed. They found that—instead of expecting you to change your touch, a Royal Portable can be instantly adapted to match it!



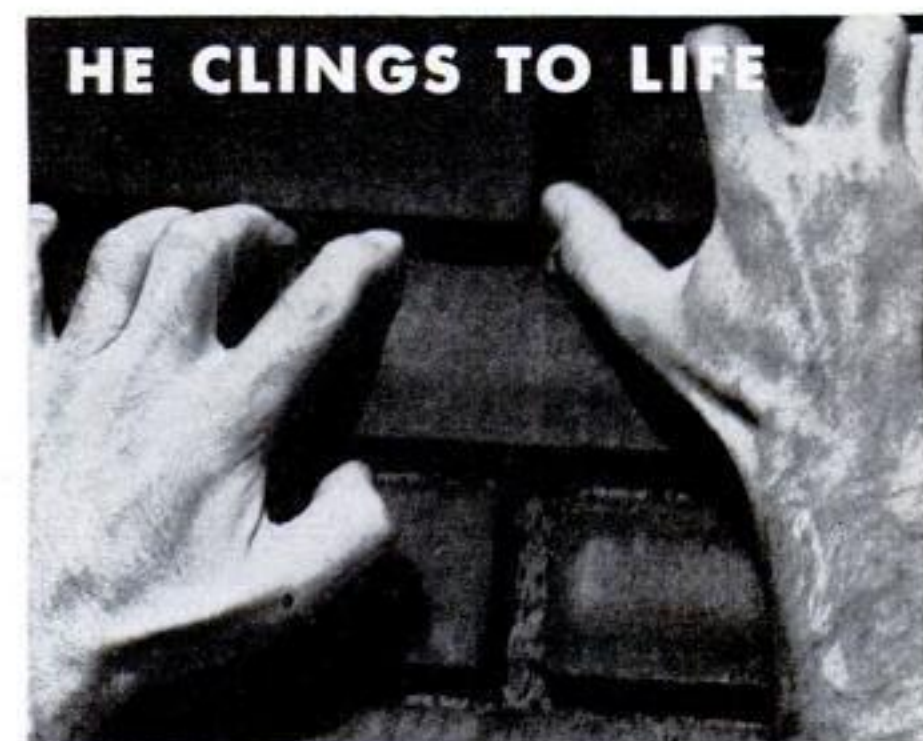
Acquired Touch... Expert opinion differs as to the extent and exact method by which tonal quality can be varied by pressure on the keys of a piano. But there can be no doubt at the keys of a typewriter. Impression, not tone, is the result there. And when Royal's Touch Control device has been adopted to the individual—typing is not only easier—but the type itself is registered in cleaner, crisper impression.



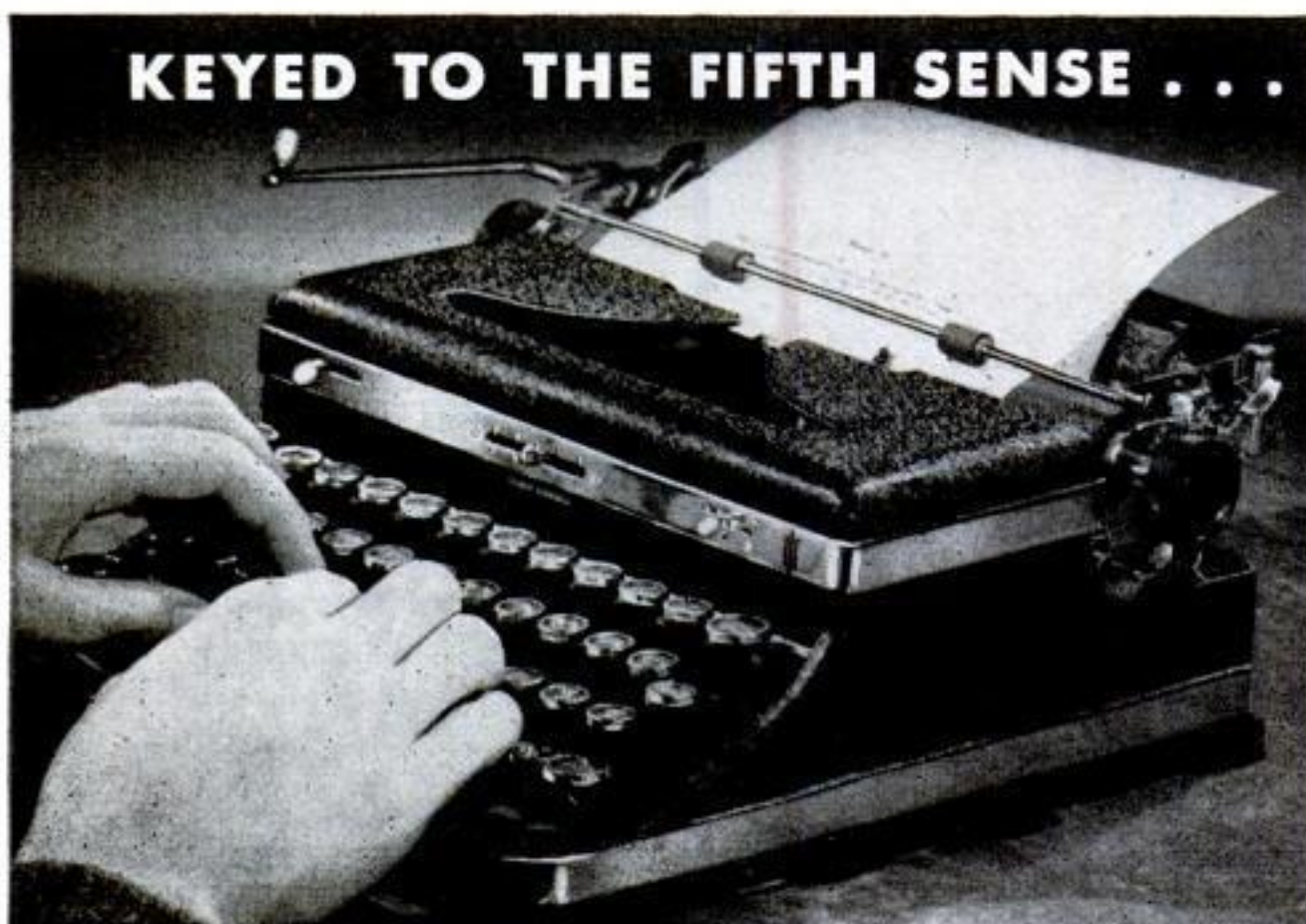
Maulies... Strange—but true! When the battler whose hands are shown above sat down to type, his digits required a much less key-tension for their touch than that of the lovely, slender fingers of the lady on the right.



Pale Hands that powder lightly may deal sharp, hard rights and lefts to typewriter keys. But she can use her powdering touch or natural typing touch on her Royal Portable—for Touch Control makes it instantly adjustable.



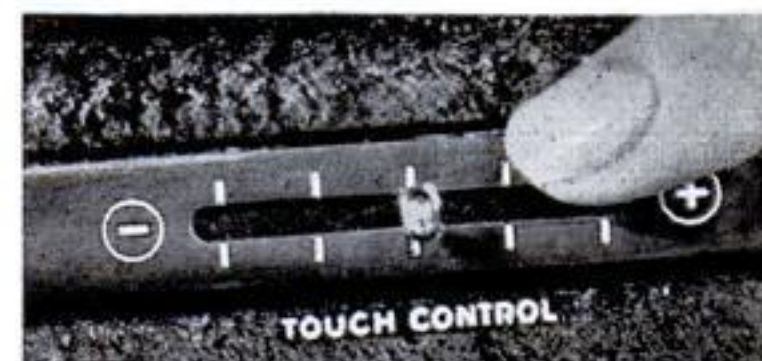
Human Fly... His fingers feel out every crevice. His touch must be right, or else! (Moral) In buying a portable, test your fingers on the keys—feel how Touch Control on a Royal makes it *your* personal typewriter.



Copyright 1937, Royal Typewriter Company, Inc.

THE ROYAL PORTABLE WITH TOUCH CONTROL

JUST try a Royal Portable Typewriter. From the very start you use it as though it were custom-made for you! Handsome, sturdy, dependable, Royal is the life-time portable—*everything a home typewriter should be!* Your choice of three models, each complete with *free* Carrying Case and Instant Typing Chart. Monthly terms, if desired. See your nearest Royal Portable dealer—or use the coupon below.



Touch Control—the most important and sensational improvement ever placed on a typewriter.

ROYAL TYPEWRITER COMPANY, Inc., Dept. SL-118, 2 Park Avenue, New York, N. Y.
Tell me how I can own—on convenient monthly terms—a latest model Royal Portable complete with Carrying Case and Instant Typing Chart FREE.

Name _____ Street _____
City _____ State _____

The new idea in electric cleaning

at a new low price

Hoover celebrates 30th Anniversary with new light-weight, magnesium-built Cleaning Ensemble at a surprising low price. Cleans everywhere with instantly applied tools.

A cleaner for everything . . . priced for everyone! That's what Hoover brings you in the new Model 25 Cleaning Ensemble.

It's a cleaner for rugs . . . a cleaner for furnishings . . . in one ensemble. Tools for cleaning everything from baseboard to ceiling . . . upstairs and down . . . all beside you in the Handy Cleaning Kit. You shift from carpets to lamps or draperies in an instant . . . without even stopping the motor.

Cleaning's easier. The wonder-metal, magnesium ($\frac{1}{3}$ lighter than aluminum), and Bakelite give new lightness. Cleaning's more convenient. Tools plug in. Visible rug adjustment sets cleaner for thick rugs or thin. Electric Dirt Finder spies out dirt. Clip-on Plug makes storing neater.

30th Anniversary . . . It's Hoover's birthday . . . 30 years of cleaning leadership . . . by the oldest and largest maker of electric cleaners.



It's a Stunning Ensemble—as smart as your new fall costume. Cleaner and Cleaning Tools designed in harmony. Streamlined design by Henry Dreyfuss. Color scheme, beige and brown, gold-banded.



DIRT'S EVERYWHERE

You don't see all the dirt in your house—but it's there. Piling up in furniture. Coming off on clothes. Casual dusting's not enough. You must have truly modern tools—Hoover Cleaning Tools. They reach everywhere . . . and get the dirt. No stooping . . . no stretching. No dangerous stepladders.

BEAUTIFIER—Hoover cleaning lifts rug nap, brightens colors—and keeps rugs young, by removing the cause of wear—deeply embedded grit. Only the Hoover has Positive Agitation (patented, exclusive), to dislodge this destructive grit.

IT BEATS . . . AS IT SWEEPS . . . AS IT CLEANS



Guaranteed to prolong the life of rugs
Sold only by reliable local merchants

INSTANT Slip connector in the cleaner slot . . . and you're ready to use Cleaning Tools. No stopping motor. See this new feature patented by Hoover. (Model illustrated, Hoover One Fifty Cleaning Ensemble.)



THE RIGHT TOOL

for any job—in your Handy Cleaning Kit that hangs neatly on a closet hook between cleanings. You'll clean the fireplace, radio and lamp shades. Get fluff from bare floors and light dust from pictures and mouldings. Dig into every crevice of the upholstered furniture. Clean the mattresses and springs and fluff the pillows in the bedrooms—with these extra-light tools that "button" on instantly.

HOOVER CLEANING ENSEMBLES

30TH ANNIVERSARY HOOVERS (WITH POSITIVE AGITATION)

NEW HOOVER MODEL 25 Cleaning Ensemble, the modern cleaner at a new low price, illustrated. The cleaner alone is . . . **\$65.00**
Cleaning Tools, \$14.50

HOOVER ONE FIFTY Cleaning Ensemble with automatic rug adjustment, time-to-empty bag signal, two speeds. Cleaner alone **\$79.50**
Cleaning Tools, \$16.50

HOOVER "300" Full size, quality built. Cleaner, only **\$49.75**
Cleaning Tools, \$14.50
You can buy a Hoover for as little as \$1.00 a week, payable monthly. Small carrying charge on the extended payment plan.

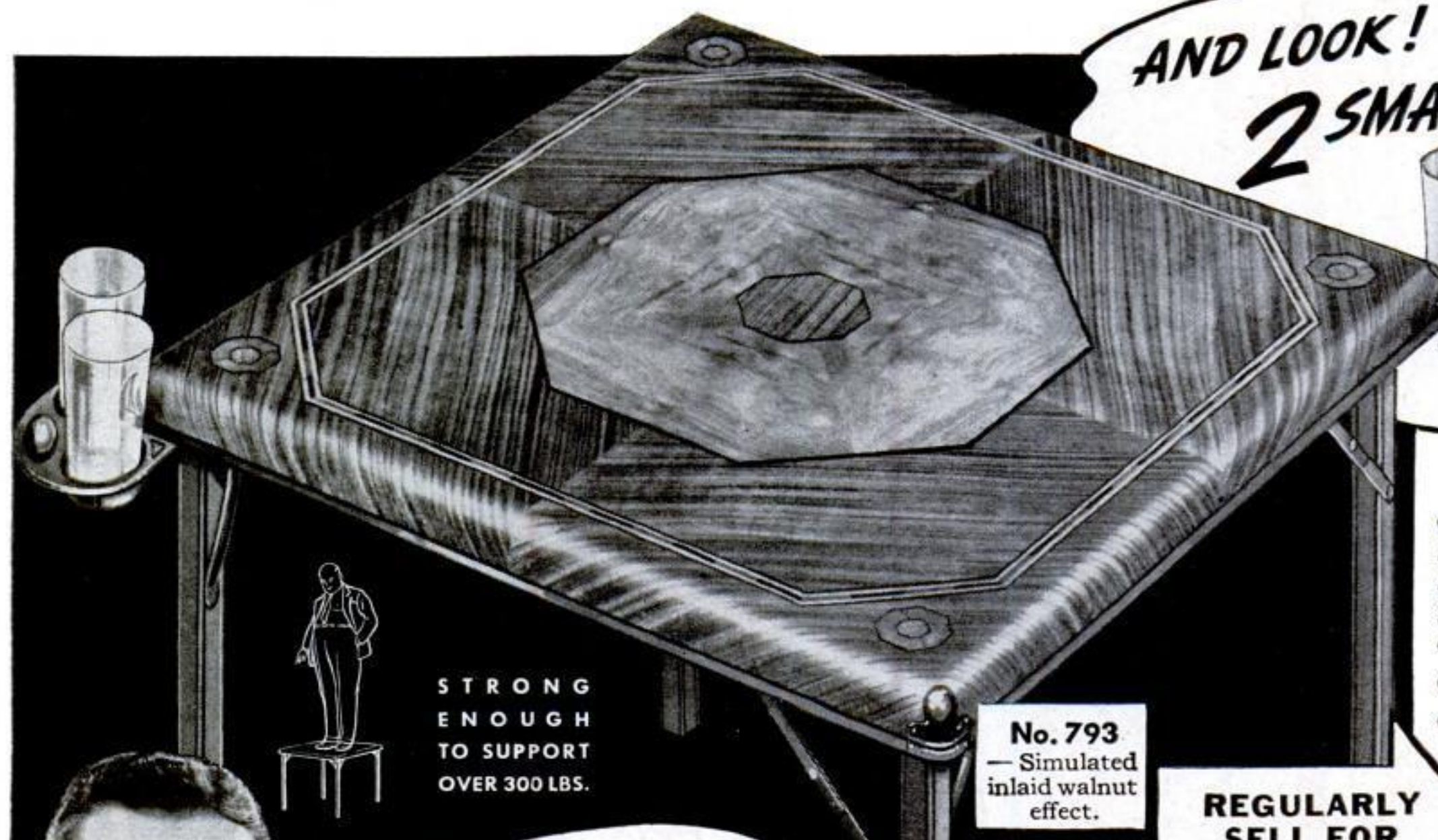
NATION-WIDE CARD PARTY

Leading Stores in Coast-to-Coast Selling of
SAMSON DeLuxe CARD TABLES ..at Only..

\$2.98

AND LOOK!
**2 SMART NEW COASTER
ASH TRAYS
FREE!**

INCLUDED WITH EACH
TABLE - A REAL CARD
PARTY GIFT!



STRONG
ENOUGH
TO SUPPORT
OVER 300 LBS.

No. 793
— Simulated
inlaid walnut
effect.

REGULARLY
SELL FOR
\$1.00 PER PAIR

Note the heav-
ier, stronger
legs! The steel
protecting cor-
ners and edges!
The smooth,
round edges
making it easy
to pick up
cards!

HERE ARE 7 OF THE
MANY BEAUTIFUL NEW
DESIGNS.. SEE THEM
ALL AT YOUR SAMSON
DEALERS

- Eliminate
cluttering top of
table with bottles,
glasses, ash trays!
- Color to match tables!
- Unbreakable!
- Slide on and off with-
out effort!

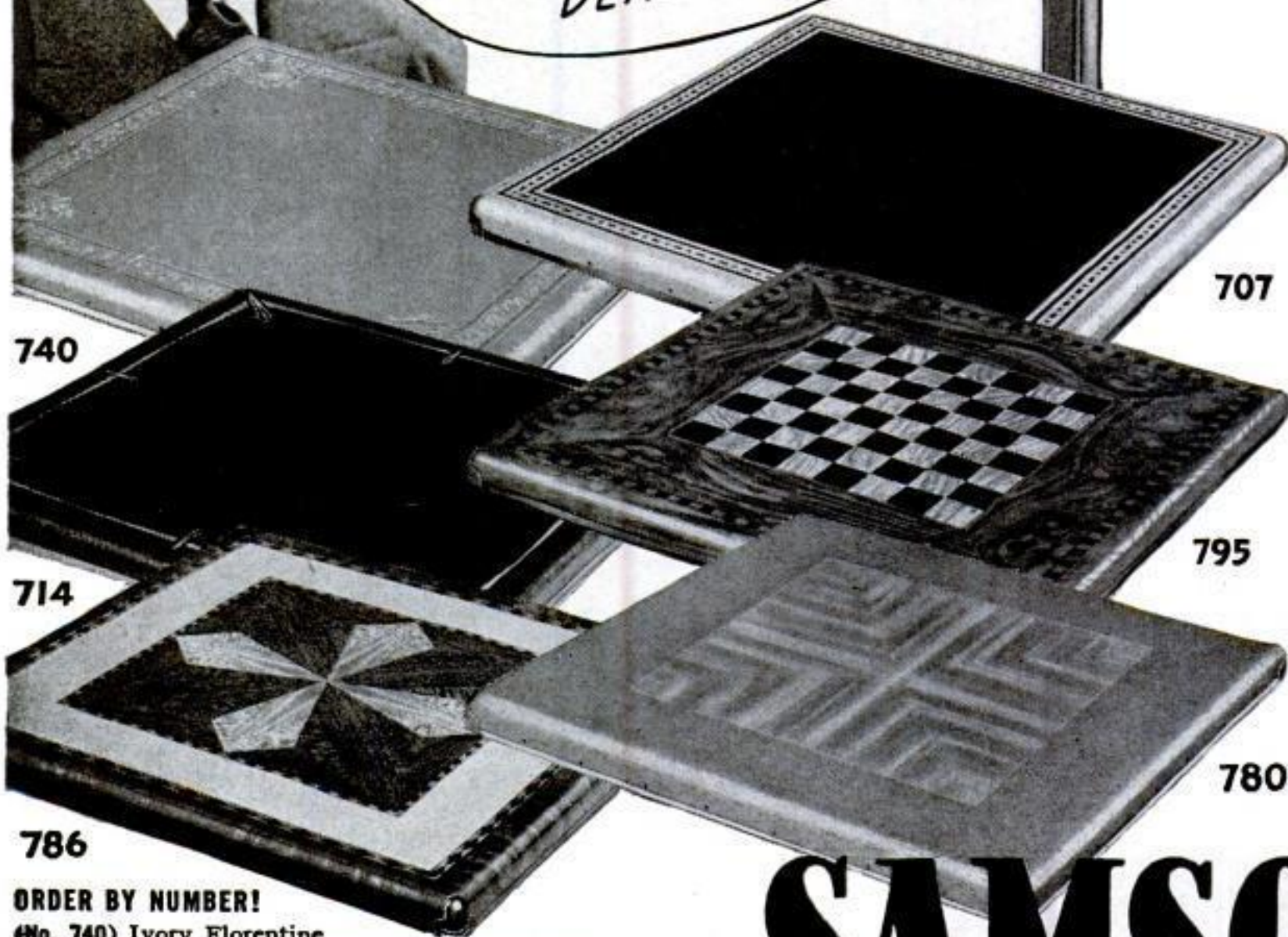


NOW... the utmost in modern card table
beauty and durability... offered at a
sensationally low price by dealers every-
where! Genuine Samson DeLuxe Card Tables
... with 59 more square inches playing sur-
face and lovelier, deeper tops! With extra
strength in their heavier, handsomer, double
steel-braced legs. With features never before
offered even at higher prices!

Take your choice of beautiful wood-grain
effects or the new, exclusive SAMSONHYDE
top which looks like richly embossed leather!
There's a style for every purpose... and for
extra value... 2 double coaster trays for
glasses, bottles and ashes FREE... during
this event!

IF YOUR DEALER CAN'T SUPPLY YOU
Send \$2.98 plus 25c for postage and packing
to plant nearest you, specifying model num-
ber, and we will ship a genuine Samson
De Luxe Card Table, with 2 FREE coaster
ash trays to any address in the United States.

DEALERS! Write or wire for details of
how you can participate in this big national
sales-event.



ORDER BY NUMBER!

(No. 740) Ivory Florentine
leather effect. (No. 714) Two-tone black leather effect. (No. 786)
Combination wood-leather effect (No. 707) Green Spanish
grain effect. (No. 795) Walnut effect checkerboard. (No. 780)
Blonde wood effect.

"DOUBLE-BRACE" LEGS
Nowobble! Noshimmy!
Prevents table from ac-
cidentally folding up!



STAIN-PROOF
Liquor and acid bever-
ages cannot mar finish
of Samson Card Tables!

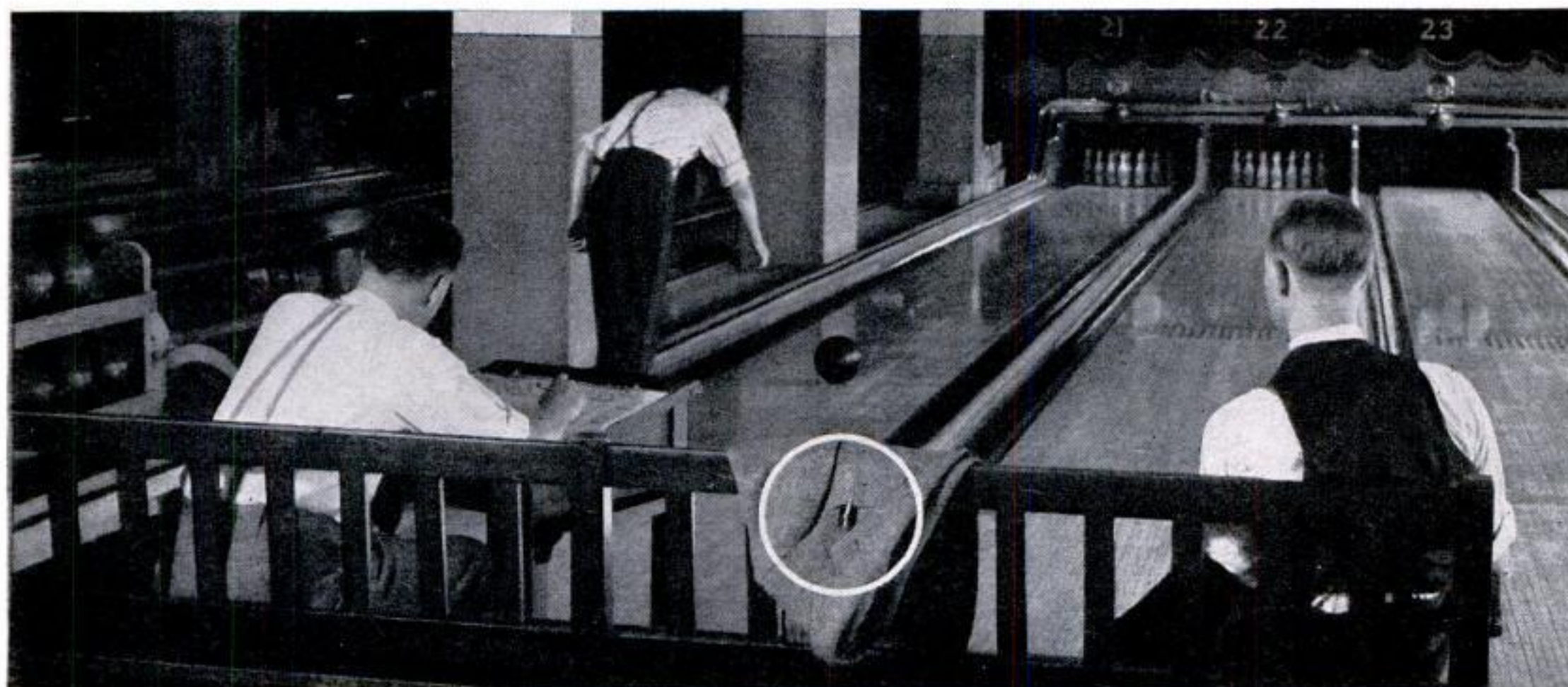


WASHABLE
Damp cloth cleans one-
piece surface. No cracks
to collect dirt or dust!

SAMSON DeLuxe CARD TABLES

SHWAYDER BROS., Inc., Dept. R-10
Denver, Colo. Detroit, Mich.

DOES YOUR FOUNTAIN PEN GET INTO TROUBLE WHEN IT'S UPSIDE DOWN?

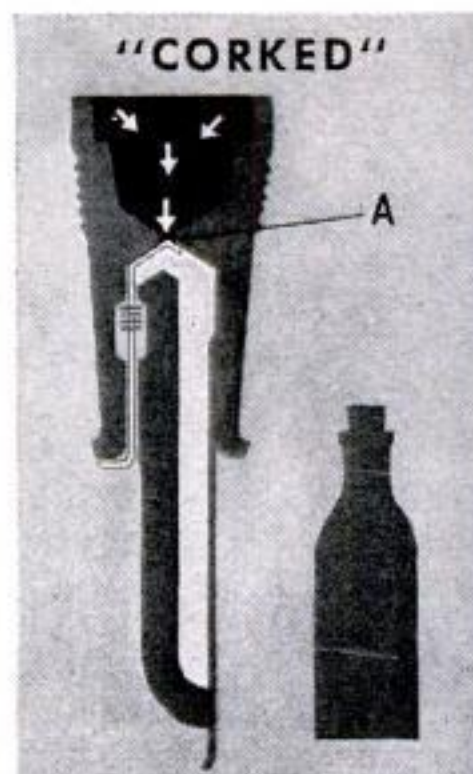
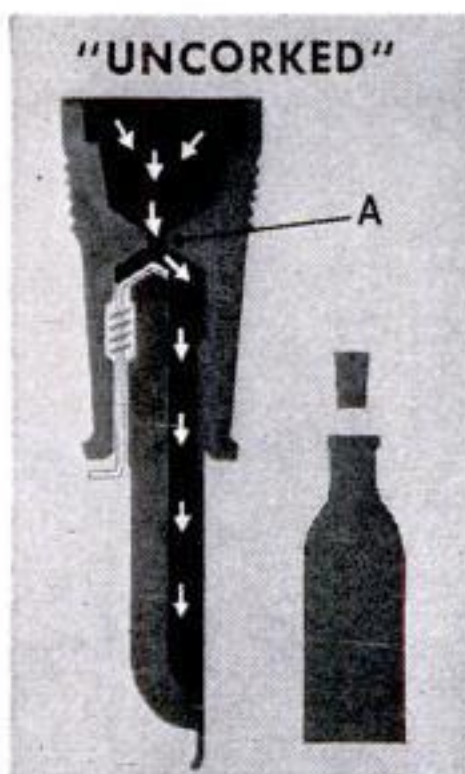


1 Careful, mister, careful—That fountain pen in your coat pocket is upside down. And—if it's an ordinary fountain pen—you're likely to find, when you go to sign your next

check, that ink has leaked from the pen barrel into the cap. Only Eversharp has a "stopper" that prevents such leakage—only Eversharp has the *Safety Ink Shut-Off*.*



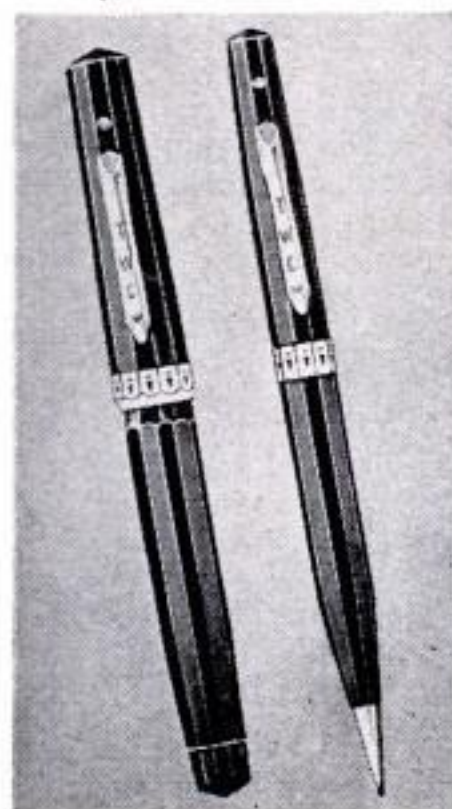
2 Ink won't jounce out—You can put an Eversharp pen in your pocket and "take the jumps"—and the ink will stay right in the pen barrel. If you run for a trolley or dash through traffic, ink can't be jounced out of the pen barrel and into the cap—Eversharp's Safety Ink Shut-Off sees to that!



3 Keeps the ink corked up—When you're writing, the ink in your Eversharp pen flows freely from barrel to point, as the "uncorked" picture shows. But the minute you screw the cap on tightly, the Safety Ink Shut-Off closes the ink channel ("A")—sealing the ink in as effectively as a cork seals a bottle.



4 The pen your wife will like—An Eversharp is the safest pen a woman can carry in her purse for whether she tosses it onto the table, carries it upside down, or has it jounced and jostled by shopping crowds—Eversharp's Safety Ink Shut-Off will keep the ink where it belongs.



5 The safest pen to give—As a gift, give an Eversharp pen with the adjustable point (slight additional cost). The person who receives it can adjust the point to suit his or her own stroke, pressure, and writing style. All Eversharp pens come in one-stroke vacuum or lever filler, and . . . they show when to refill! You'll find, too, that Eversharp's pens have greater ink capacity.

Gold Seal Eversharps, \$7.50 and up—unconditionally guaranteed during the life of the owner except against loss, theft or wilful damage, and subject only to a 35c servicing charge to cover handling cost, postage and insurance. Other models, \$2.75 and up. Pencils to match, \$1.25 to \$5. Prices slightly higher in Canada. The Wahl Company, Chicago, U. S. A.

*U. S. patent applied for

EVERSHARP

THE ONLY PEN WITH THE SAFETY INK SHUT-OFF

Have you
tried the new
Magic Milk
Mask?



No waiting for results when you use the NEW LINIT MAGIC MILK MASK

HERE is a new, complete twenty-minute beauty treatment that begins its gentle, toning action as soon as it is applied, and leaves the skin looking soft, smooth and refreshed.

If your complexion is dull and sallow, the Linit Magic Milk Mask will help to clarify it through natural stimulation, and will heighten the natural bloom.

Look how easy it is for you to make the Linit Magic Milk Mask at home: *Simply mix three table-spoons of Linit (the same Linit so popular as a Beauty Bath) and one teaspoon of cold cream with enough milk to make a nice, firm consistency. Apply it to the cleansed face and neck and relax during the twenty minutes the mask takes to set.

Then rinse off with clear, tepid water and pat the face and neck dry.

Feel your face—the petal-like smoothness and softness; observe the enchanting bloom of youth. The Linit Magic Milk Mask leaves the skin with a velvety "film" that is an excellent powder base, as it eliminates shine and helps to keep make-up looking fresh for hours longer.

Why not try Linit Magic Milk Mask NOW? If you do not have Linit at hand, your grocer can supply you.



*1st STEP

Mixing takes a minute.



2nd STEP

Applying takes a minute.



3rd STEP

Resting for 20 minutes.



4th STEP

Rinsing off completely.

LETTERS TO THE EDITORS

Wyoming Chapel

Sirs:

I submit the following facts regarding the "Chapel of the Transfiguration" at Moose, Wyo., pictures of which appear in LIFE, Oct. 11.

This log-cabin chapel which you are pleased to call "A HUNDRED DOLLAR CHURCH WITH A THREE THOUSAND DOLLAR WINDOW" was built in 1925 (not 1914) by Mr. and Mrs. Charles B. Voorhis of Kenosha, Wis., for their beloved friend, the Right Rev. Nathaniel S. Thomas, at that time Bishop of Wyoming. The chapel site in the magnificent Teton country was known for many years as Menor's Ferry, Wyo. I was there two years ago and learned that the name had recently been changed from Menor's Ferry to Moose.

The little gold plate on the altar bears the inscription that the chapel was dedicated to the glory of God, with thanksgiving for the two Voorhis children, H. Jerry Voorhis (now U. S. Congressman from California) and his sister, Virginia.

MARGARET ROBERTS
Secretary to Charles B. Voorhis
San Dimas, Calif.

Sirs:

I would be very stupid indeed were I not to be very appreciative of the favor done me which will be very helpful in my work. The two pages of pictures [of the Chapel of the Transfiguration at Moose, Wyo.] in the Oct. 11 number of LIFE were circulated throughout the General Convention of the Episcopal Church meeting in Cincinnati and I received congratulations from many directions.

WINFRED H. ZIEGLER
Bishop of Wyoming
Laramie, Wyo.

Episcopal Convention

Sirs:

Your pictures of the Episcopal Church's 52nd Triennial Convention in Cincinnati (LIFE, Oct. 18), are not up to LIFE's usual high standard of pictorial journalism.

The 144 Bishops of the Church were not there. Approximately 125 were there, many absent because of sickness. You will find Bishops are generally old!

Your reporters, and apparently photographers also, missed the human interest of the opening service in the University of Cincinnati's Nippert Stadium.

Farm dogs scampered over the grass sod for some time in advance of the procession, one dog even breaking into the line of march as the 300 or more vested clergymen preceded the Bishops.

When a photographer snapped Red Cross nurses and doctors ministering to the first lady in the vast stadium who fainted, the photographer was attacked, his camera smashed, and he required the aid of the nurses.

As California's liberal Bishop Parsons preached the opening sermon in the stadium every word echoed from the gymnasium walls at the far end of the stadium, much to the distress of listeners.

CHARLES EDWARD THOMAS
Indianapolis, Ind.

(continued on p. 11)

HOT NEWS FOR MOTORISTS

AMAZING NEW KIND
OF HEATER ACTUALLY
"HEAT CONDITIONS"
YOUR CAR!



4-WAY DOWN-DRAFT
HEAT FORCES HOT
AIR THROUGHOUT CAR

This new principle of car heating spreads warmth to every corner of the car—makes winter driving a "winter sport." The 4-way action of the Goodrich Super De Luxe heater gives even, all over heat.



NO MORE COLD FEET

Down-draft action and the special foot-warmer "blower" throws heat directly to the floor-board and to the driver's feet. Keeps feet warm even in coldest weather.



SEE HOW YOU GET
4-WAY HEAT

1. Out to windshield defroster
2. Across to driver's feet
3. Down to passengers' feet
4. Out to entire car

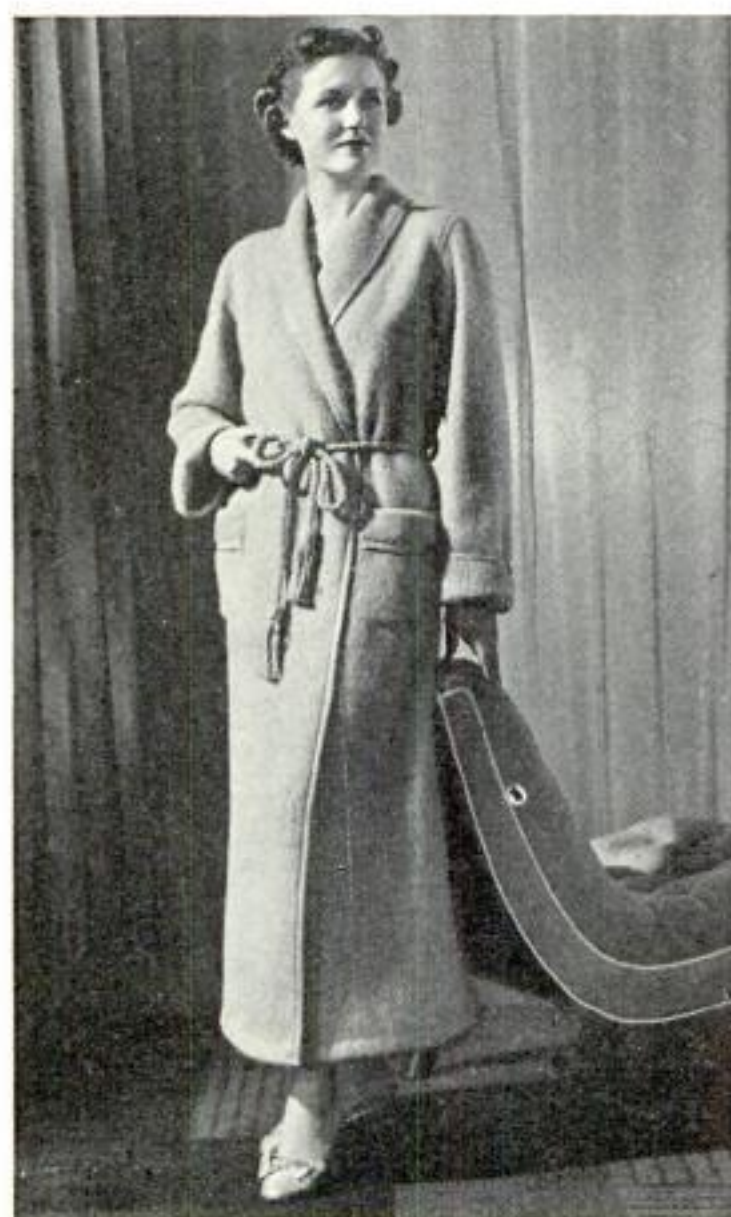
Remember, these outstanding features make the Goodrich Super De Luxe the greatest heater value ever offered: 4-way down-draft heat, special foot-warmer, most powerful high-speed car heater motor made, rich, maroon finish. Every heater is fully guaranteed by The B.F. Goodrich Company. Yet, with all these features, the Super De Luxe costs only \$18.95! See your Goodrich Dealer or Goodrich Silvertown Store today about a Super De Luxe heater.

OTHER GOODRICH
HEATERS AS LOW AS \$9.95

Goodrich
Super De Luxe Heater

ANOTHER B. F. GOODRICH PRODUCT

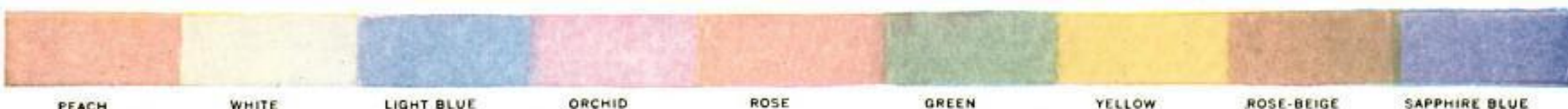
Rest assured . . . it's a Kenwood Blanket



KENWOOD ALL-WOOL ROBES, in luscious colors, are smartly tailored from Kenwood Blanket fabrics. Soft and warm, they wash and wear beautifully. Perfect for mothers with young children, for students who burn the midnight oil.



KENWOOD ALL-WOOL RUGS are something new for bathroom or bedroom. Lustrous, luxurious, reversible, heavily fringed, with a deep soft texture, they will retain their size, color, and beauty through years of constant use.



This Book FREE!

Tells and shows how to choose and care for blankets. Gives correct sizes, colors, types for your bedrooms. Send coupon, letter, or postal.

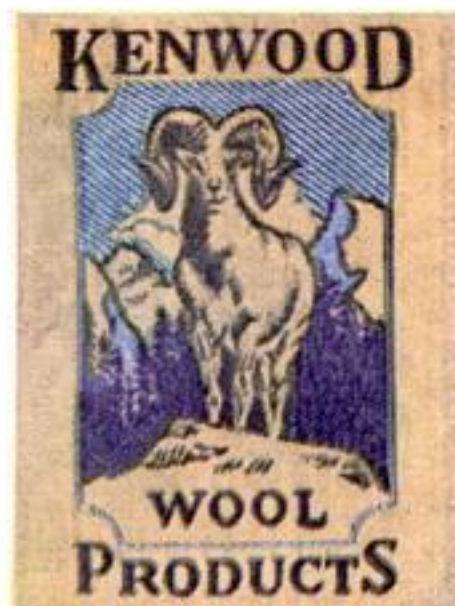
Kenwood Mills, Dept. L-11
Empire State Bldg., New York, N. Y.

Please send me "What You Should Know About Blankets—Their Selection and Care."

Name _____

Street _____

City _____ State _____



This label is the mark of quality on men's, women's, and children's clothing, and on blankets, bathrobes, and bathroom rugs.

You'll never know how *restful* a blanket can be till you sleep under a Kenwood.

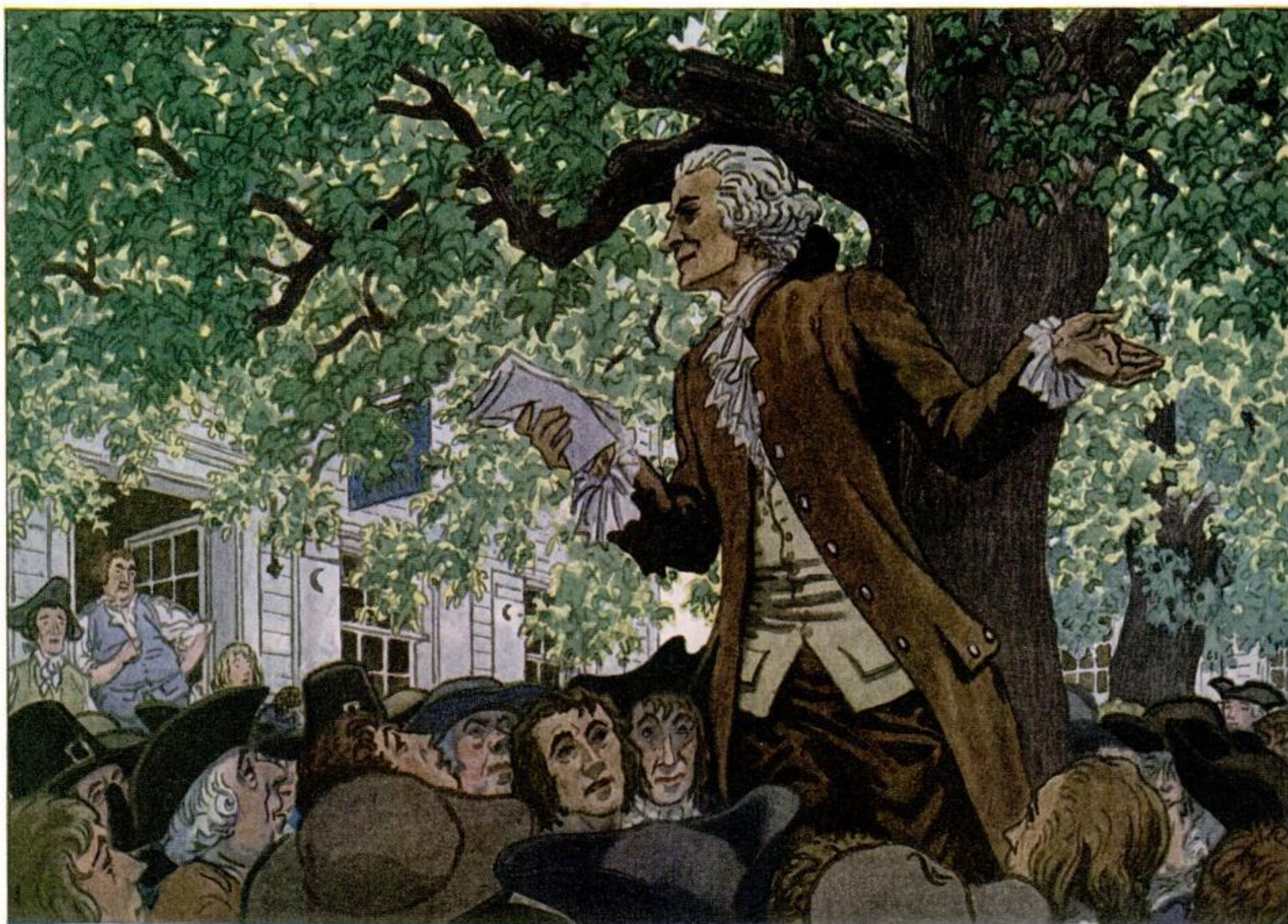
The secret lies in its selected live new wools; in the close, firm weave; in the deep, soft, lustrous nap. Together they provide a luxurious feeling of warmth without weight. And, because it is so thoroughly shrunk in the making, a Kenwood—with proper care in washing—will retain its original loveliness through a lifetime of use.

The Kenwood Standard (illustrated above) comes in eight colors and white, each bound with perfect-matching, long-wearing, wide satin ribbon.

The Standard and other Kenwood Blankets and Throws, in a wide range of prices and colors, also Kenwood Baby Blankets and women's and children's bathrobes, are sold by leading stores throughout the country.

Copyright, 1937, by F. C. Huyck & Sons

KENWOOD *all-wool* BLANKETS



"These are the times that try men's souls," a great patriot once declared, and sounded the battle-cry of American independence. On all his trenchant writings — "Common Sense," "The Crisis" and "The Rights of Man"—you will find the signature of

Thomas Paine

..to the *Work he Created,* the master put his name

IT was over a half-century ago that the late Colonel E. H. Taylor, Jr. gained signal distinction as a whiskey-maker.

He was a forward-looking man, championing the cause of slow and unhurried aging...influencing the thinking that eventually led to the bonding of whiskey under U.S. Government stewardship.

And in a commonwealth famous for fine bourbon, he distilled a rare bourbon that won the accolade of "gentlemen, scholars and

good judges of whiskey." He named it Old Taylor, and identified it with a signature that read: "E. H. Taylor, Jr. & Sons."

We who have followed ask you to taste the Old Taylor of today. Look for the significant signature. We still retain it to identify a bourbon in every way worthy of its name.



OLD TAYLOR

STRAIGHT BOURBON WHISKEY—FULL 100 PROOF
BOTTLED IN BOND UNDER U. S. GOVERNMENT SUPERVISION

YOUR GUIDE TO  GOOD LIQUORS

NATIONAL DISTILLERS PRODUCTS CORP.
NEW YORK



• **UNDERWOOD** specializes in a few distinctive kinds of soups. Each is outstanding in its home-style flavor and goodness. Take for instance:

PURÉE MONGOLE

A rich purée of green split peas and tomatoes with julienned vegetables. (Don't dilute it if you like a thick soup at its best.)

BLACK BEAN SOUP

Rich, full-bodied, velvet smooth. Serve with slices of egg and lemon. . . . Some gourmets add a dash of sherry.

CONSOMMÉ MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders — Fish, Clam and Quahaug — all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD SOUPS

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-10-25

Please send me items marked below
for which I enclose amount indicated:

BLACK BEAN SOUP	16-oz. can	17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can	17c	<input type="checkbox"/>
CONSOMMÉ MADRILENE	13-oz. can	15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can	17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can	10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can	10c	<input type="checkbox"/>

Name _____

Address _____

City _____ State _____

MADE BY THE MAKERS OF
UNDERWOOD DEVILED HAM

LETTERS TO THE EDITORS

(continued)

D. S. C. Bishop

Sirs:

In your issue of Oct. 18 were some interesting pictures of The Triennial Convention of The Episcopal Church. I call your attention to the picture at the top of page 33. The Bishop in the immediate foreground is the Right Reverend John C. Ward, Bishop of the Diocese of Erie, Pa. Among his other attainments, he was awarded the Distinguished Service Cross in the World War for valor and bravery in action beyond the line of duty. No doubt he was the only Bishop there who had won the D.S.C. In the World War, many chaplains were awarded the Distinguished Service Medal, but to my knowledge, only three chaplains won the Distinguished Service Cross.

THOMAS H. EDELBLUTE
Reynoldsville, Pa.

Right

Sirs:

On page 76 of the Oct. 18 issue of LIFE, there is a series of photographs showing signals used by football referees.

On pages 122 and 123 is an advertisement for Hiram Walker whiskey which also shows signals used by football referees.

The signals shown in your editorial differ from the ones shown in the Hiram Walker advertisement.

Who is right—LIFE or Hiram Walker?

JOSEPH M. McELLIOTT
New York, N. Y.

LIFE is right.—ED.

Dollar Sign

Sirs:

I respectfully wish to bring to your notice a fault that is common to most American periodicals and magazines with the largest circulation. It is the constant reference to the dollar sign. This is not only a sign of bad taste but also an inducement for your readers to give priority to the material outlook of life, as against spiritual considerations. The habit of constant reference to money values is liable to grate on the sentiments of the American people, hampering and retarding their cultural progress.

To give you an example I would refer to LIFE of Aug. 30. On page 21 of this number, you publish a photo of an American cemetery in honour of the soldiers that sacrificed their lives for their country. You quote at the foot of this photograph: "America honours its War-Dead with 4,300,000 dollars of marble."

I am sure that in my heart I bear the same reverence towards those wonderful men as any American does and it is for this reason that I feel deeply the totally unnecessary reference to "4,300,000 dollars worth of marble."

In this country we do our best to emulate you giving little consideration or thought to what is good or bad, seeing that most of it is not only good, but very good. Even our National Constitution is based to a great extent on that of your country. This is the main reason why I am interested in

(continued on p. 12)

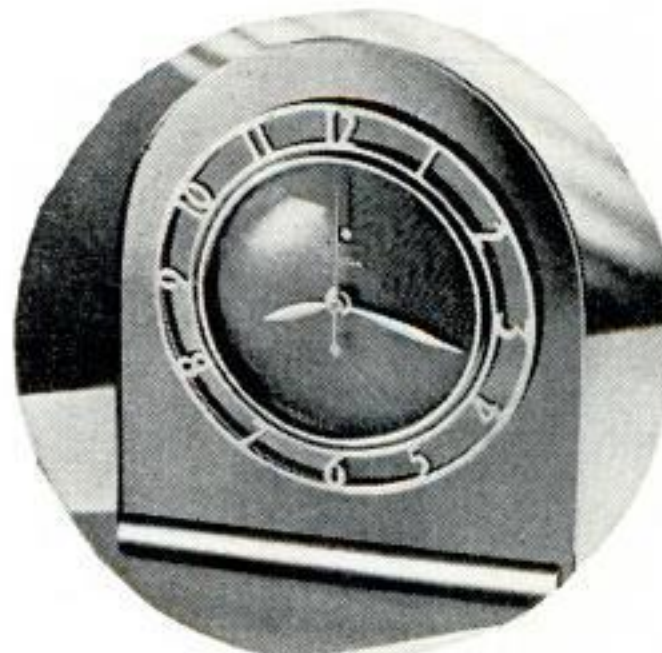
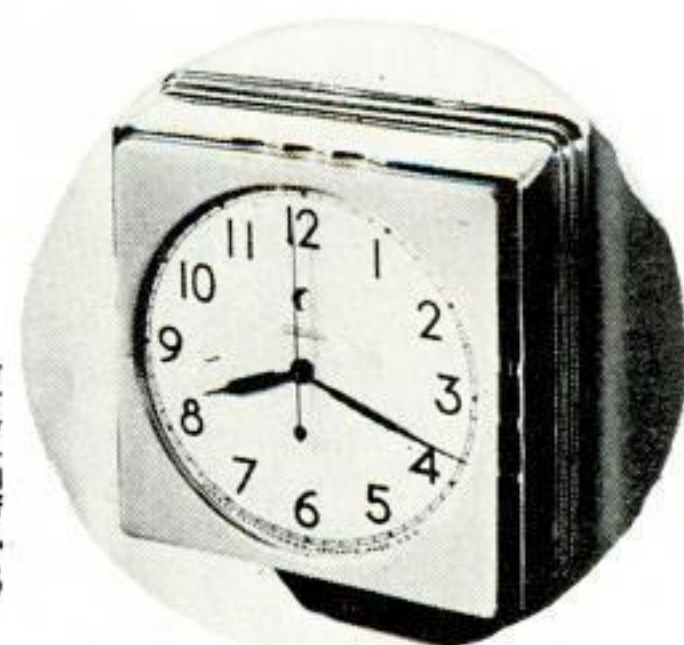
Telechron for Christmas-time



TRIBUTE, a modern clock for a modern setting. The cleverly designed case is of fine walnut with overlays of light maple. A perfect gift for the modern minded. Priced at... **\$12.50**



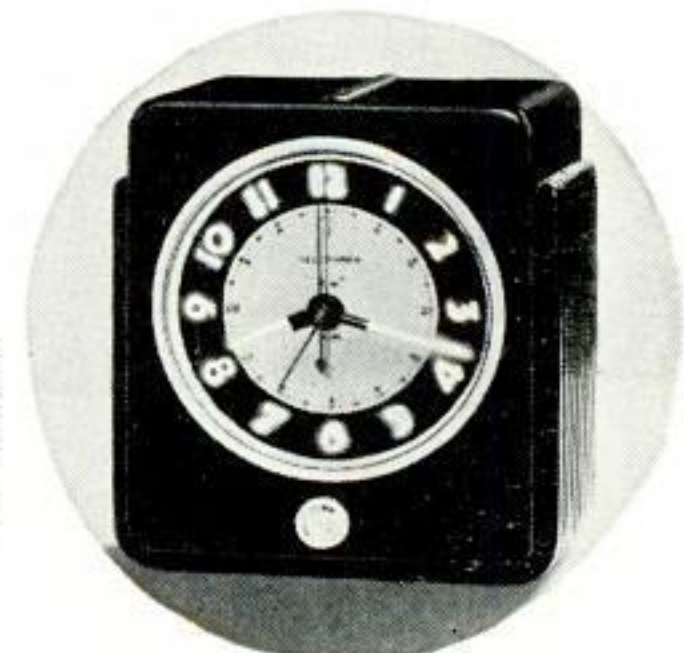
CONSORT, a popular clock for kitchen or bathroom wall. A really practical gift. Chrome-plated case, with molded bezel, in a choice of ivory, white, black, blue, green or red colors. Only... **\$4.95**



DEAUVILLE, a choice glass clock with either blue or black Carrara mirror-finished glass case. 4 1/2" glass dial—light blue with blue glass case, black with black glass case. 7" high. **\$7.95**



THRUSH, a new automatic 24-hour alarm, with luminous dial. Molded black plastic case. A most efficient clock. Priced at only..... **\$7.50**



• It's never too early, nor too late, for Telechron time. Plan now to give attractive Telechron clocks at Christmas-time. Designed for every setting by leading designers, Telechron electric clocks make grand gifts for every one.

Telechron is the largest selling self-starting electric clock in the world. Its famous motor is sealed in oil for quietness and long life.

Choose *timely* gifts now. Telechron electric clocks are priced from \$2.95 at good jewelry, electric, gift and department stores.

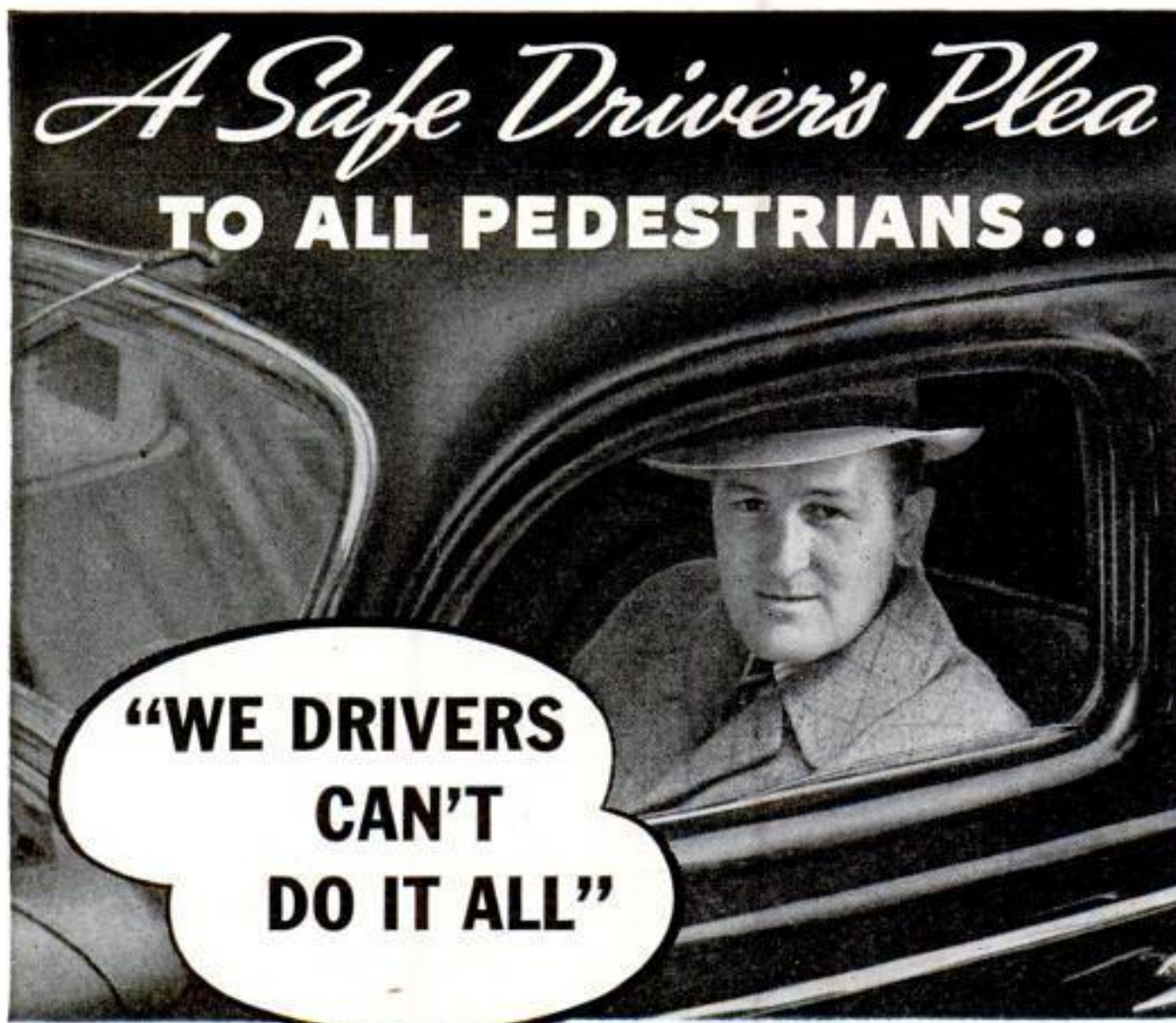
WARREN TELECHRON COMPANY • ASHLAND, MASSACHUSETTS
(In Canada, the Canadian General Electric Co.)

Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron commercial systems.

Telechron

(Reg. U. S. Pat. Off. by Warren Telechron Co.)

SELF-STARTING SYNCHRONOUS ELECTRIC CLOCKS



● "Several months ago I joined the 'NOT-OVER-50' CLUB. I know that driving at sane speeds makes me and my family safer . . . that if everyone drove the 'NOT-OVER-50' way, much of the suffering due to automobile accidents would be prevented.

"But I am equally sure that we drivers can't do it all. Last year alone, 15,000 pedestrians were killed. Authorities say that more than half of them were responsible for the accidents that caused their deaths.

"That is why, as one of the 130,000 members of the 'NOT-OVER-50' CLUB, I ask you—when you are walking—to help protect yourself against death or injury. Obey traffic signals as you expect motorists to. Stay safe on the sidewalk when cars have the right of way. Be more careful in walking from behind parked cars. When on country highways, walk on the left side facing traffic. After dark, carry a light or wear or carry something white so drivers can see you. Finally, teach your children these simple rules of safety, and insist they observe

them. If you drive a car, join the 'NOT-OVER-50' CLUB. I can assure you that it is a wise way to cut down the danger of an accident to yourself and your family."

This appeal by a "NOT-OVER-50" CLUB member is sponsored and paid for by the Lumbermens Mutual Casualty Company. Lumbermens organized the "NOT-OVER-50" CLUB to reduce automobile accidents and to lower automobile insurance costs. Membership is FREE. Just mail coupon below for free membership card and red arrow insignia. You do not have to insure in Lumbermens to join. But you may be interested to know that over 250,000 selected safe drivers are enjoying substantial dividend savings (because Lumbermens insures only good risks), superior security (because Lumbermens is strong and efficiently managed), and coast to coast service (because Lumbermens is a big company that overlooks nothing in serving its clients). If you'd like to learn how you can *save with safety* in Lumbermens, check the square in the coupon.



LUMBERMENS MUTUAL CASUALTY COMPANY

JAMES S. KEMPER, President

Save with Safety in the "World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A.

**START
SAVING LIVES
Today**

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois

☐ Please send me safety packets described above. I understand that these insignia are free and that this places me under no obligation.

☐ Please show me how I can "Save with Safety" on Automobile Insurance.

L-9

Name

Address

City State

LETTERS TO THE EDITORS

(continued)

fostering a campaign in your country to chase the dollar sign out of your magazines and periodicals before our local press start their usual habit of imitating this pernicious habit.

EDUARDO A. BUENANO
Buenos Aires, Argentina.

Let reader Buenano remember that the 4,300,000 dollars which paid for the marble came out of the pockets of U. S. taxpayers who presumably were interested in what they got for their money.—ED.

McCrary Out

Sirs:

The reproductions of so-called paintings by McCrary (Oct. 18) were so awful that I tore them out of the magazine before I showed it to my family. If Mr. McCrary likes to think of himself as shown in the unaesthetic pose under the umbrella, this is really his affair, but I do not think that you should torture the public with trash of this kind.

W. LICHTENFELS
Newark, N. J.

Orders to Lawyer

Sirs:

Permit me to call your attention to a poorly phrased caption in your interesting and excellent article on Labor Leader Dave Beck, of Seattle (LIFE, Oct. 25). Explanatory of a photograph is this sub-title: "Beck gives orders to his lawyer, George Vanderveer." Clients do not "give orders" to their attorneys, but obtain their counsel and advice. If members of the bar were to do the things that their clients often request them to do, they would deserve the criticism currently misdirected at the profession, and which in most instances emanates from those very persons whose unethical demands have been met with an attorney's courageous refusal.

JULIAN BAMBERGER
Member Indianapolis Bar Assn.
Indianapolis, Ind.

Does Lawyer Bamberger believe that Boss Beck would long continue Lawyer Vanderveer in his employ if the latter did not do what the former said?—ED.

Vests Alike

Sirs:

In your pictures from Pach Bros in re: Root and John D. (Oct. 25), I notice they both wear the same type of vest.

Did Pach Bros own the vest?

DANIEL BALL
New York, N. Y.

No. Though the material is similar, Root's vest is double-breasted and Rockefeller's single-breasted.—ED.



DEFROSTS THE WINDSHIELD



CIRCULATES MORE HEAT



WARMS THE FEET



It's more than a car heater

The new built-in Arvin System does a 3-way job of defrosting, foot-warming and circulating more heat throughout your car. Special Duo-Flow model for Ford V-8, Tailor-Fit models for General Motors and Chrysler-built cars. Model shown, \$15.95, with two defroster and



two foot-warmer outlets. Defroster fittings slightly extra.

Genuine Arvin Heaters for all cars \$9.95 as low as

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Ind.
Makers of Arvin Phantom Filter Radios for Car and Home
Dole Thermostats Assure Maximum Efficiency



A College Professor turned Santa Claus

by Inventing the World's Grandest Christmas Gift!



The revolutionary Pen that gives men Second Sight—that shows when to refill, hence writes years on end without running dry unexpectedly



New Jewel Case
included with Pen and
Pencil Sets at \$12.50
and \$15

The Gift That Your Loved Ones Will Carry Over Their Hearts!

Parker's de luxe Major and Maxima Vacumatic Pen
... FIRST CHRISTMAS EVER SHOWN

Exclusively styled in smartly laminated Pearl, now Slenderized for restful Balance, yet having Double Ink Capacity and 33 1/3% More Gold

If you want the ones whom you adore to be enraptured 100% with your Christmas Gift, put this millionaire's Pen on your "must" list. They'll carry it over their hearts for life!

Go to any good pen counter and see these new and superlative Major and Maxima models, singly, and Pen and Pencil Sets in the new Gift Box illustrated.

See, also, Parker's new and original creations in Pen Desk Sets, complete with Parker Vacumatic Desk Pens.

The revolutionary Parker Vacumatic was

invented by a professor at the University of Wisconsin. It gives a person second sight by letting him SEE the ink level at all times—so he can refill at any odd moment—so it won't run dry.

It holds 102% more ink than our famous Duofold, because it eliminates the old-time rubber ink sac and piston pump. Hence this modern marvel requires filling only 3 or 4 times from one Christmas to the next.

It's a sacless Guaranteed-Perfect Pen with a patented Diaphragm Filler that abolishes 14 parts found in old-style pens.

Go and see this pedigreed Gift-Hit today. And look for the smart ARROW clip. This identifies the genuine Parker Vacumatic and saves time in making gift selections. The Parker Pen Company, Janesville, Wis.



KLOCK-8—8-Day Desk Clock on wood base, complete with Vacumatic Desk Pen and Pencil—\$20

LAMPDOM—Moderne metal Desk Lamp, wood base, complete with Vacumatic Desk Pen and Pencil—\$25

BB CLASSIC—Black Glass complete with Vacumatic Desk Pen and Pencil—\$22

Other Parker Desk Sets, \$1.95 to \$80

Holds 102% More Ink
than our famous Duofold



MERRY CHRISTMAS!
Parker
VACUMATIC REG. T.M.
GUARANTEED MECHANICALLY PERFECT

Junior or Junorette, \$5 • Standard or Slender Standard, \$7.50 • Major, \$8.75
Maxima or Senior Maxima, \$10 • Pencils to match, \$2.50, \$3.50, \$3.75, \$5



\$7.50

\$8.75

\$10

**OUCH!
MORNING-
AFTER!**

**Guard
against it
the *BEFORE*
and *AFTER*
way . . .**



BEFORE YOU GO TO BED
take a Bromo-Seltzer.
While you sleep, this
gentle remedy counter-
acts effects of overeating
or drinking—checks the
CAUSES of morning-after.

AFTER YOU WAKE UP
take another Bromo-
Seltzer. This will relieve
the effects of fatigue from
an overlate bedtime.
You'll be **REFRESHED**—
more ready for the job.



● Bromo-Seltzer relieves morning-after faster. Also helps prevent it.

While you sleep, it settles your stomach, calms overstimulated nerves, **ALKALIZES**. Wonderful to wake without a headache! Then another Bromo-Seltzer to refresh, revive you.

At all drugstores, soda fountains.
Keep it handy at home, too!

BROMO-SELTZER

*Makes
you feel fit
FASTER!*

The brake that brought
the Bike back



NEW DEPARTURE Coaster Brake

New Departure • Division General Motors Corporation • Bristol, Connecticut
ALSO MAKERS OF NEW DEPARTURE BALL BEARINGS

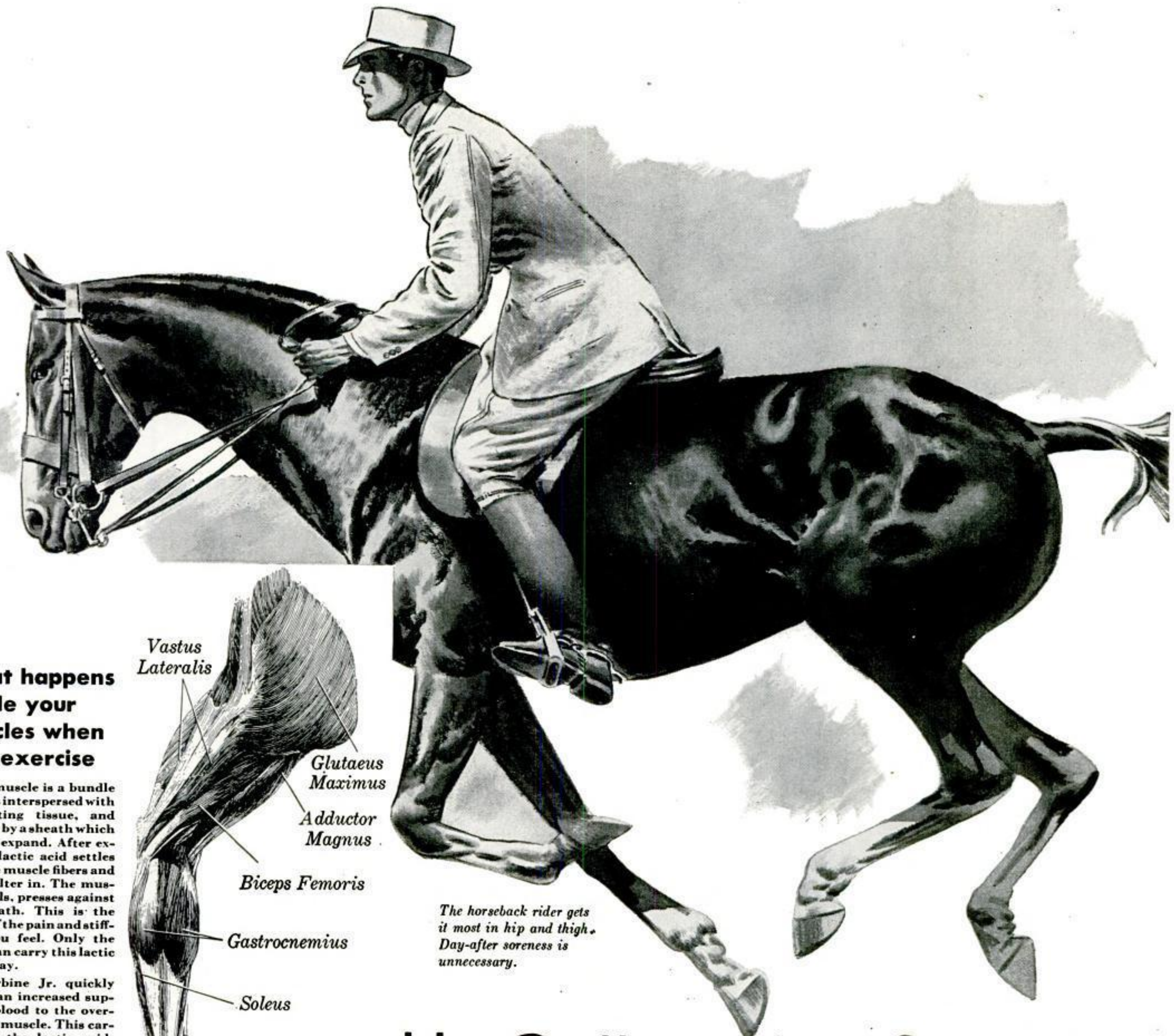
**Gangway HERE COMES A
BUSTER BROWN BOOSTER!**



Put a normal child in correctly fitted Buster Brown Shoes and watch him go! Foot-sure and healthy, he need have no fear of future body ills caused by wearing improper shoes in childhood. Scientific foot-shaping lasts to permit natural growth—Buster Brown's Health Cushion to absorb shock and help keep foot from pronating—high grade materials and workmanship—attractive styles . . . these are the reasons why Buster Browns are the choice of parents and children, too. Buster's picture in every pair. \$2.50 to \$5 according to size.

Brown Shoe Company • Manufacturers • St. Louis
Also makers of Air Step Shoes for Men and Women





What happens inside your muscles when you exercise

Every muscle is a bundle of fibers interspersed with connecting tissue, and covered by a sheath which cannot expand. After exercise, lactic acid settles in these muscle fibers and fluids filter in. The muscle swells, presses against its sheath. This is the cause of the pain and stiffness you feel. Only the blood can carry this lactic acid away.

Absorbine Jr. quickly brings an increased supply of blood to the overworked muscle. This carries off the lactic acid, and brings fresh fuel for renewed energy.

Rub Absorbine Jr. on sore muscles. Spread over a wide area around them.

The horseback rider gets it most in hip and thigh. Day-after soreness is unnecessary.

He Galloped on Saturday —but he Walked on Sunday

THE CAUSE: Toxic Waste Products in Muscle Fibers bring Stiffness, Pain.

THE ANSWER: Absorbine Jr. quickly acts to Disperse the Waste Products, Relieves Soreness—Keeps you Limber for Tomorrow's Fast Ride.

NOT many of us can have our sports every day in the week. And muscles overworked after days of rest *will* go sore. There's a reason for it. And an easy way to avoid it.

Muscular exercise produces toxic waste matter *in the muscles themselves*. Notably, *lactic acid*. This lactic acid accumulates in

the muscles. Fluids filter in. The muscles swell, feel stiff and sore!

Easy to relieve sore muscles

Only the blood can carry off that lactic acid from the muscle fibers. Absorbine Jr. quickly brings blood to tired muscles! The blood washes away the lactic acid, also brings renewed energy to the muscles. Use it 2 or 3 times through the day. Relieves painful soreness. Your muscles are ready for next day's enjoyment.

Today, anyone who goes in for popular sports

should use Absorbine Jr. Antiseptic. Soothing, cooling. Not oily—a pleasure to use! W. F. Young, Inc., Springfield, Mass.

Bruises, Bumps, Sprains, Wrenches—

Absorbine Jr. relieves congestion in the same way it relieves muscle fatigue—by bringing blood to the injured spot to wash away the toxic matter, and to supply fresh food for repair.

Relieves Muscular Pain—

Absorbine Jr. soothes and comforts injuries to muscles and tissue. It is a dependable antiseptic. Protects against infection. Does not harm the healing tissue.



ABSORBINE Jr.

★ ★ ★
HENNESSY
 COGNAC BRANDY



84
PROOF

The Brandy Cocktail was a favorite even in the Victorian Era. Even then, Three-Star Hennessy

was recognized as *the* brandy to use, if one would achieve that suave smoothness for which this delicious cocktail is noted. Indeed, the quality, bouquet and "clean" taste that make Three-Star Hennessy the preferred liqueur make it the logical choice for *any* drink calling for brandy.

Insist on HENNESSY in a

Brandy-and-Soda
 Brandy Sour
 Brandy Fizz
 Brandy Daisy
 Stinger Cocktail

Side Car
 Brandy Flip
 Mint Julep
 Pousse Cafe
 Old-Fashioned

BRANDY COCKTAIL

$\frac{3}{4}$ glass fine ice, 3 dashes plain syrup, measure 3 dashes aromatic bitters, 1 or 2 dashes orange bitters, 1 wine glass Three-Star Hennessy, 1 piece lemon peel. Stir and strain into cocktail glass.

Distilled and bottled at Cognac, France. JA^S HENNESSY & CO^S Established 1765
 SOLE U.S. AGENTS: Schieffelin & Co., NEW YORK CITY · IMPORTERS SINCE 1794

From **ONE**
 place on earth!



Unlike most mixers, White Rock is a keen *mineral* spring water. Comes from only those deep, underground White Rock *mineral* springs in Wisconsin.

White Rock
 BETTER FOR YOU

A NEW EXPERIENCE!



NEW

Nettleton

Nothing quite like it in all shoedom! New high walled last. Patented hand-sewed seam. Pre-eminent in comfort, style, and true hand-crafted appearance. No wonder they are selling faster than we can make them!

A. E. NETTLETON COMPANY
 H. W. Cook, Pres. • Syracuse, N.Y.

**DARTMOUTH
 ALGONQUIN**

\$11.50

105 OTHER STYLES
 \$10 TO \$20

SEND FOR STYLE BOOKLET

"ONE DAY IT WAS 17 Below!"



Cold? You said it! And I had to be out in my car all day calling on customers.



Half the cars in town wouldn't start at all...many a battery went dead, trying.



But I didn't get caught. My old motor zipped every time I touched the starter.

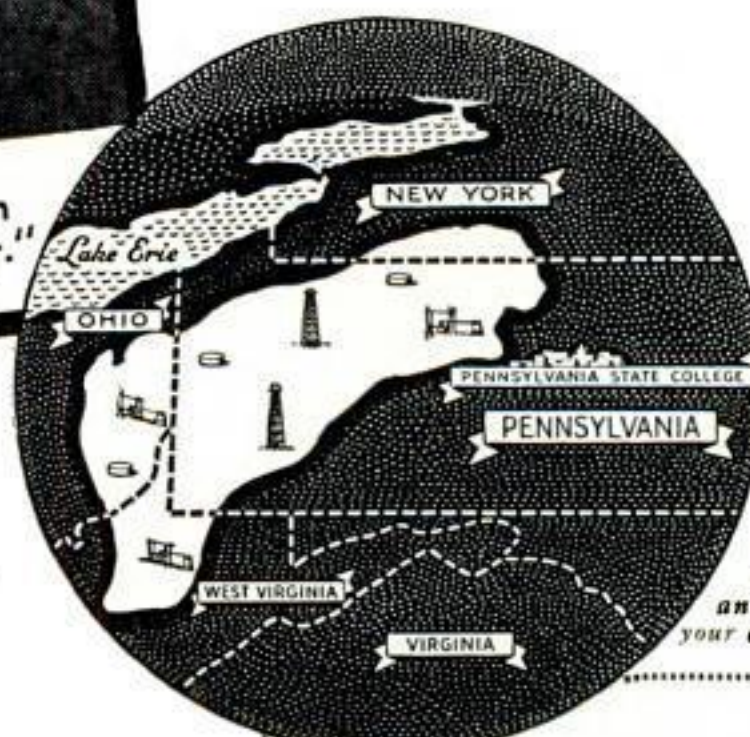
Believe me, a Pennsylvania Emblem Oil sure makes a difference in Winter.

THE colder it gets the more you'll appreciate an emblem Pennsylvania motor oil: that means a motor oil refined from 100% Pure Pennsylvania Crude Oil, guaranteed and protected by the emblem of our association.

It is an established technological fact that Pennsylvania Crude got all the best of it from Mother Nature. It has qualities that other crudes don't have. It makes a finished oil that promises you *quick starting, rich, complete lubrication and low consumption*, up and down the entire range of your thermometer.

Insist on *emblem Pennsylvania*. You're on the safe side then, regardless of temperature.

This map shows the district, touching four states, known as the Pennsylvania field. This district is the only place in the world where Pennsylvania Grade Crude Oil is produced. It still holds reserves sufficient for hundreds of years.



FREE!

An illustrated booklet that answers your questions about Pennsylvania Oil and car lubrication. Send for your copy. Please use the coupon.

The symbol below is the emblem of the Pennsylvania Grade Crude Oil Association. It is not a brand. It is a guarantee of source and quality. We permit its use only on oils which are certified under bond to be 100% Pure Pennsylvania and up to Association standards in every respect.

Better Oils



FROM THE GROUND UP!

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
OIL CITY, PENNSYLVANIA

Please send me free and postpaid, your new book

NAME _____
ADDRESS _____
CITY _____ STATE _____

SPEAKING OF PICTURES . . .



A boxer is Elsa Maxwell's pet. His name is Saga, a term which might describe the amazing social climb of his mis-

tress who is today the greatest professional party-giver in America. Like Miss Maxwell, the boxer has a determined

jaw and mouth. He is, however, usually very distrustful of strangers which is very unlike his friendly owner.



A Siamese cat, soft and fluffy as his mistress, was Joan Blondell's pet until he burned to death some time ago.



A Boston terrier is Patsy Kelly's favorite. Like Miss Kelly, a Boston terrier is lively, alert, pert and impudent.



A dachshund is Joan Crawford's pet. Like her, it is svelte, has limpid eyes into which comes a sad, questing look.



The chows that Jean Hersholt owns are a good deal more snooty than Mr. Hersholt but their soft faces resemble his.



The schnauzer owned by Warner Oland looks like Charlie Chan—drooping moustache, inscrutable Oriental look.



An Irish setter is a good match for beautiful Robert Taylor. Both are sleek and strong with sentimental eyes.

...PEOPLE LOOK LIKE THEIR PETS

After years of marriage, a man and his wife often come to look like each other. During their long association, they have picked up each other's typical habits of gesture and expression. This is probably what causes many amazing marital resemblances.

More amazing and harder to explain are the resemblances shown on these pages. These people all look like their animal pets. The reasons for this

phenomenon are obscure. Possibly people instinctively choose pets whose appearance complements their own. Perhaps there is some deeper spiritual affinity which prompts the choice. Only one immediate reason suggests itself: most people are natural mimics and when posing for these pictures, their urge to imitate may have become so strong that it caused them subconsciously to reflect their animal companions.



A koala, which is a very sweet and cuddly animal from Australia, was sweet-faced Anita Page's pet for a while.



A mongrel which was Hugh Herbert's pet shared his master's eager friendliness, his wistful and pleasant homeliness.



An English bull is Stuart Erwin's pride. This one has as grim a face as his master but it hides the same amiable

disposition. Like Mr. Erwin's screen characterizations, the bulldog is well-meaning, slow to anger, rich in friendship.

**YOU may be taking even
LONGER CHANCES**

NC 8690

FISK SAFTI-FLIGHT

FISK

PLUS Protection IN THE SKID ZONE ★ ★ PLUS Protection IN THE BLOW-OUT ZONE

DEFYING DEATH . . . taking a "long chance" on the perfect timing of two pilots as well as himself . . . this daring stunt artist thrills thousands. Taking long chances is his livelihood, but thousands of motorists take much greater chances . . . and don't even realize it . . . by driving on tires which do not give them the protection they need.

When your car skids, or a tire blows, you are completely helpless. In a split-second, the life of yourself and the future of your family may be altered beyond all conception. That's why *safe tires* are so vitally important.

The Fisk SAFTI-FLIGHT Tire . . . unlike any other tire ever built . . . gives you protection *in the two places where you need it most: in the Skid Zone and in the Blow-Out Zone.*

Go to your Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer . . . why Fisk SAFTI-FLIGHT is replacing factory equipment on so many new cars.

THE FISK TIRE CO., INC., Chicopee Falls, Mass.

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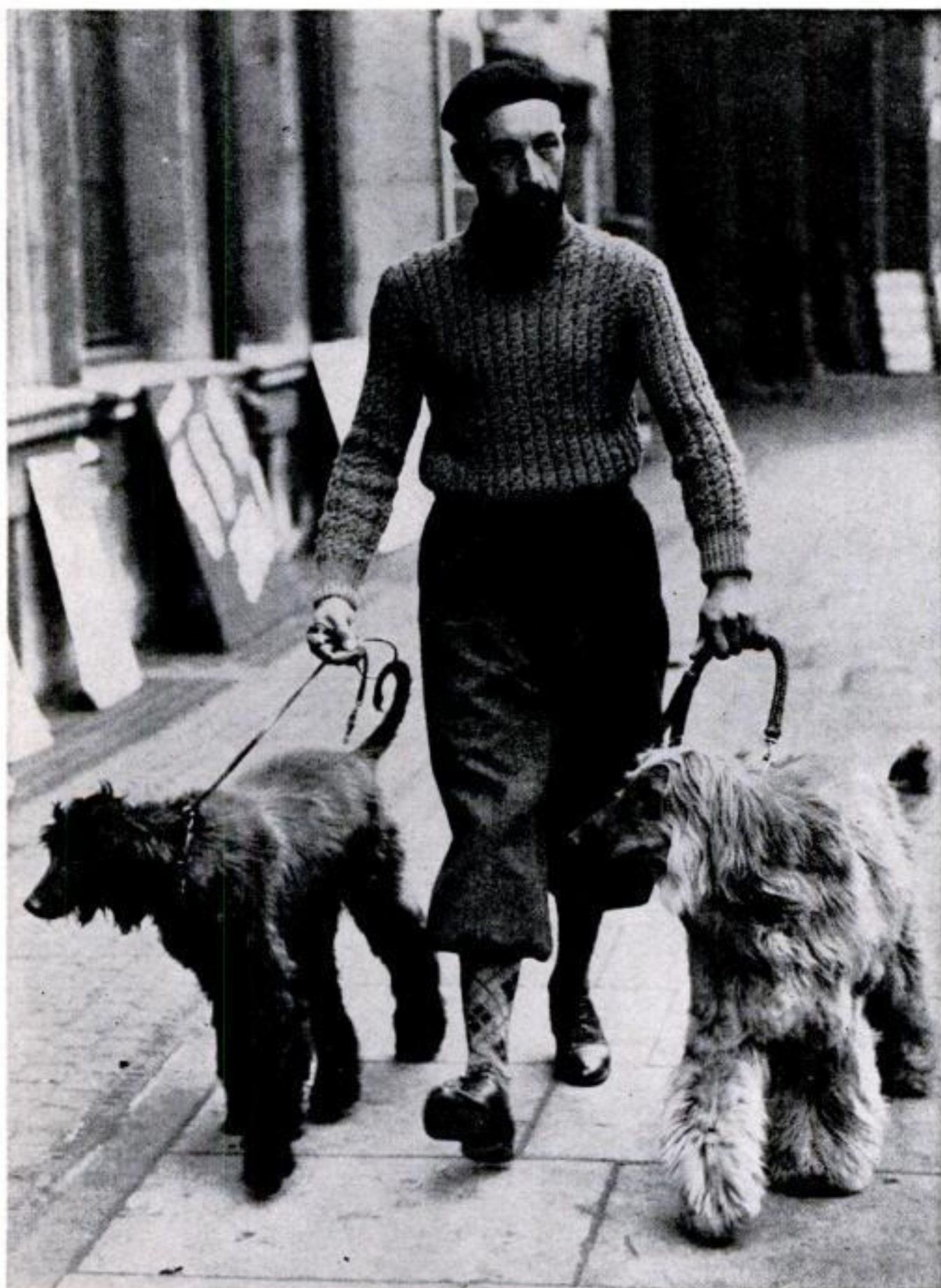
TIME TO RETIRE
GET A FISK

SPEAKING OF PICTURES

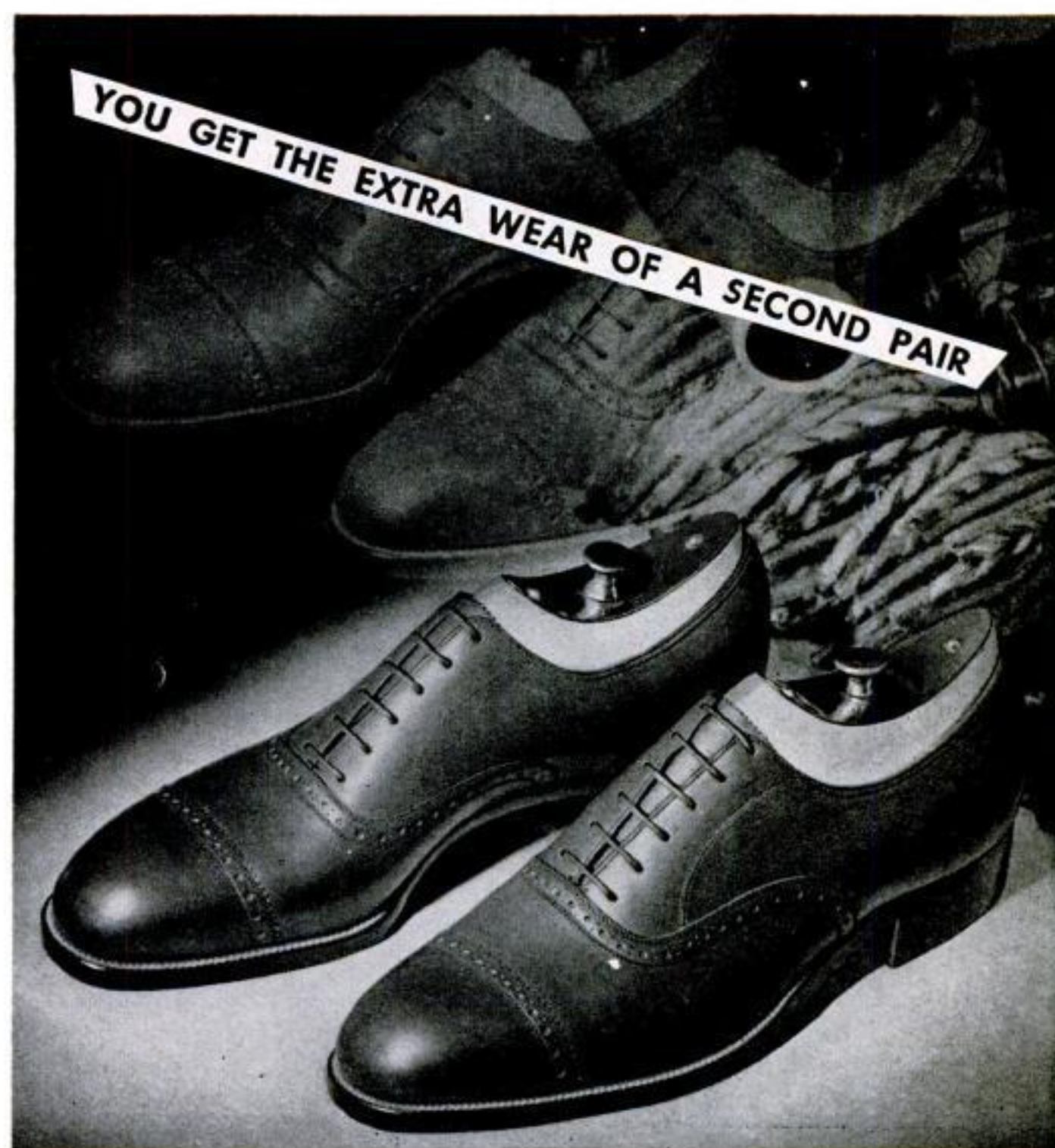
(continued)



A Scotty owned by Phillip Reed faces Glenda Farrell's cat. Like his Scotty, Mr. Reed is dark and appealing. Like her cat, Miss Farrell is blonde and appealing.



These Afghan hounds were exhibited at a recent London dog show by a Mr. Hill (above) who has, in common with his blooded pets, a long, alert and pointed face.



MIRACLES IN MILEAGE

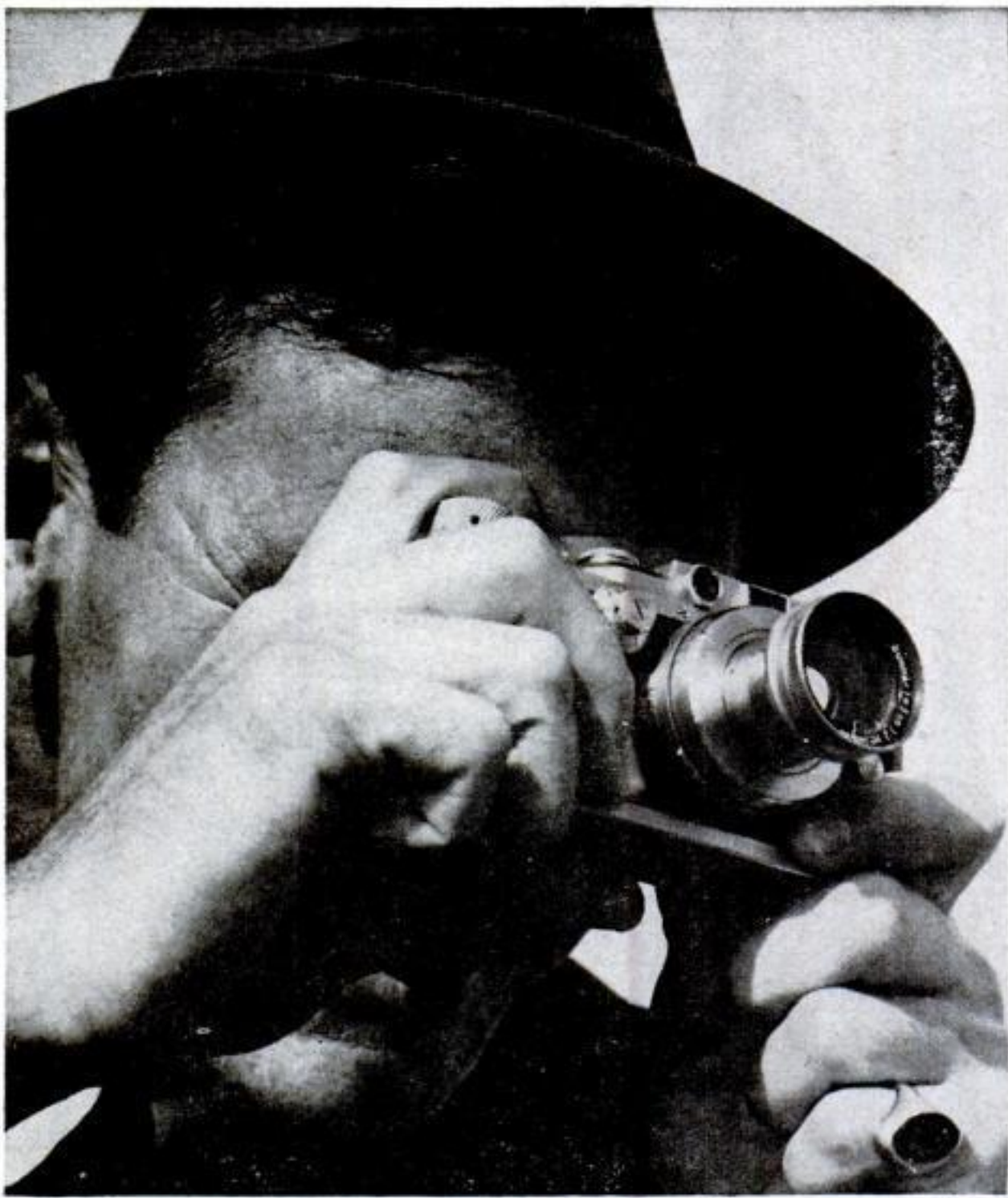
The full life span of an ordinary shoe is only the half way mark for a Florsheim. At the point of exhaustion for most shoes, Florsheims are just getting their second wind—ready to push on for new distance records. Day in, day out the legion of Florsheim wearers grows larger . . . because month in, month out the miracle of Florsheim mileage becomes more emphatic. The well-invested shoe dollar is going into Florsheims . . . getting "the extra wear of a second pair" . . . that built the largest fine shoe business in the world! *Illustrated, The DEARBORN, S-744; in brown Norwegian calf.*

\$10

MOST STYLES

THE
FLORSHEIM
SHOE

The Florsheim Shoe Company • Manufacturers • Chicago

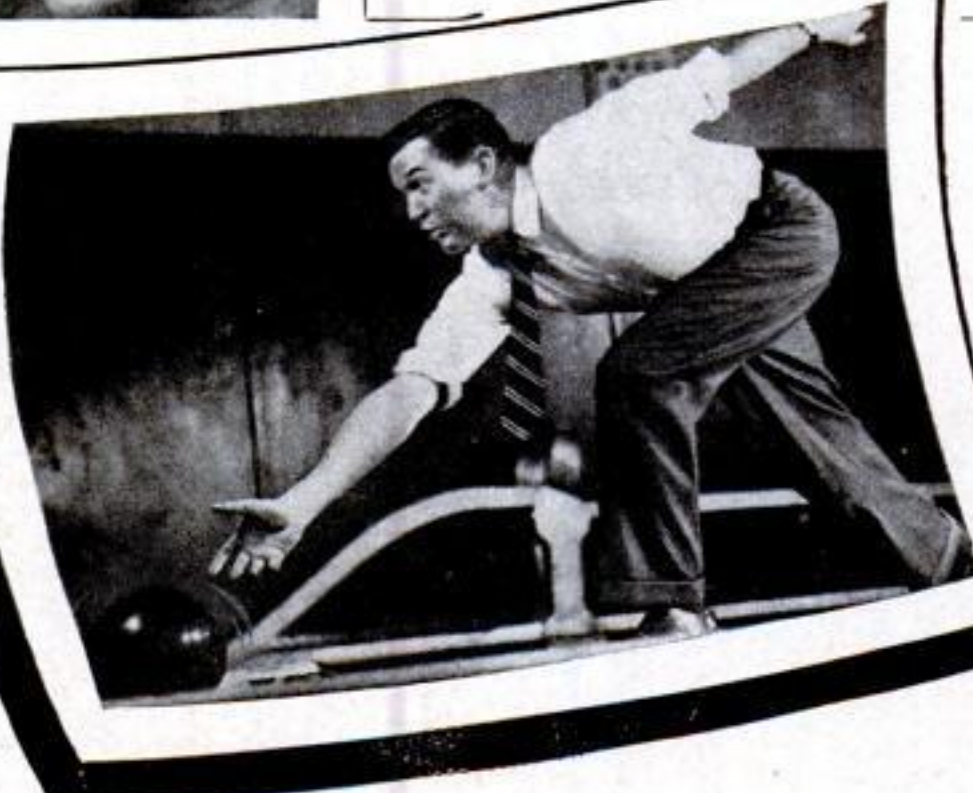


CANDID CAMERA MAN LOSES BET!

*Proving that it's sometimes
harder to keep things out of a
picture than to put them in!*



3. "Hy'ah, Joe," he yelled at a fireman in the railroad yards. "Let me take a picture." He couldn't see the Pepperell label inside Joe's work clothes... as it is in so many honest coverts, chambrays and whipcords.



4. He dropped into the club just as Bill Miller brushed some cigarette ash off his Lord Pepperell shirt—and rolled a perfect ball down the alley.



5. If it isn't the Thompson girls! "Are you going to put our picture in the paper?" They were proud of their new coats lined with Pepperell rayon!

6. "Nothing has more character than a pair of shoes," said the photographer snapping this snail's-eye view. But he didn't know that good work shoes—and dress shoes, too—contain Pepperell shoe lining fabric!

NO WONDER the camera man lost his bet. It would require many a picture, many a page in LIFE to show all the many fabrics and garments that today bear the Pepperell label.

Into the lives of more than twenty million men and women this label brings beauty, pleasure and thrift. They look for

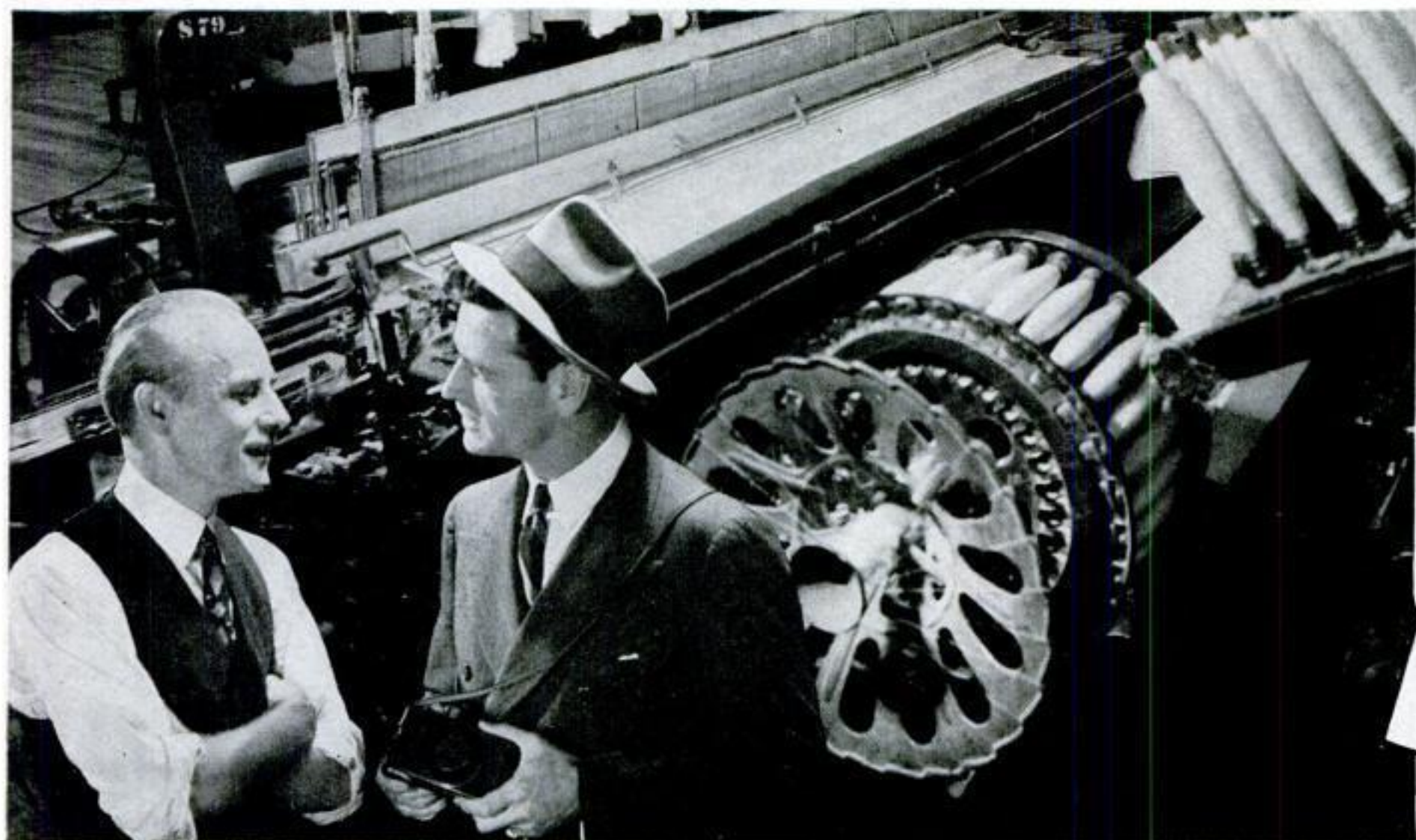
Listen to Dr. Karl Reiland—NBC Blue Network—Fridays, 7:15 P. M., E. S. T.

it as the trusted symbol of value on almost everything made of cotton and rayon.

Only skilled manufacturers are licensed to use the Pepperell label on garments and other articles made of Pepperell Fabrics. So look for this merchandise when you go shopping. Pepperell Manufacturing Company, 160 State Street, Boston, Mass.

Pepperell

LOOK FOR THE PEPPERELL LABEL WHEN



1. "The best way to tell the Pepperell story to the public," said the candid camera man, "is to show them these pictures I've taken in the mill. In fact, I guess it's the *only* way." "I think you're wrong there," answered the man in the mill. "I bet you can't take a half dozen pictures of people on your

way home that won't tell the Pepperell story just as well—and maybe a lot better. Just snap some folks wherever you see them." It sounded like a sporting proposition. "I think you're all wrong," said the camera man, "and I'll bet you a new hat your idea won't work, whatever it is."



2. "Here's a good beginning," he thought as he clicked a shutter at the Clayton kids playing on their lawn. "They've never heard of Pepperell." And he was right. They didn't know what "Pepperell" meant. But mother did. She always bought them wash-suits and dresses made of Pepperell Fabrics.



7. Home at last. "Hold it!" he cried as his wife was putting the youngsters to bed. She could have told him—had he thought to ask her—that Junior slept under Pepperell crib blankets . . . that Bobby had on new Pepperell pajamas . . . and this was that Pepperell rayon slip she bought yesterday.

Fabrics

YOU BUY COTTONS & RAYONS



8. Exhausted . . . and probably dreaming of that new hat . . . but he'll never get it. He thinks he won his bet . . . whereas all he has earned is another good night's sleep on those cool, comfortable sheets made by Pepperell.



Grippers get a big hand from GRID STARS

← **Sam Francis**, Nebraska's All-American Fullback, talks things over with two of his All-Star Team-mates, Averell Daniell and Bobby LaRue, before their game with the Green Bay Packers. Sam says, "Grippers are the most practical improvement ever made in men's shorts. These new fasteners are much more reliable than buttons."

Praised by Housewives, too...



"Gripper fasteners save me a lot of mending," says Mrs. Walter Ainsley of Gary, Ind. "Grippers always come through the laundry in fine shape. Now that Mr. Ainsley wears Gripper-equipped shorts, there aren't any more missing buttons to sew on or torn button holes to mend."

Copr. 1937, Scovill Mfg. Co.

"**Monk**" Meyer in action (at right), All-Star Halfback, Army '37. Monk says: "You can tell the world how swell I think Gripper fasteners are! I'm going to team up with these new fasteners for life."

Buy shorts equipped with

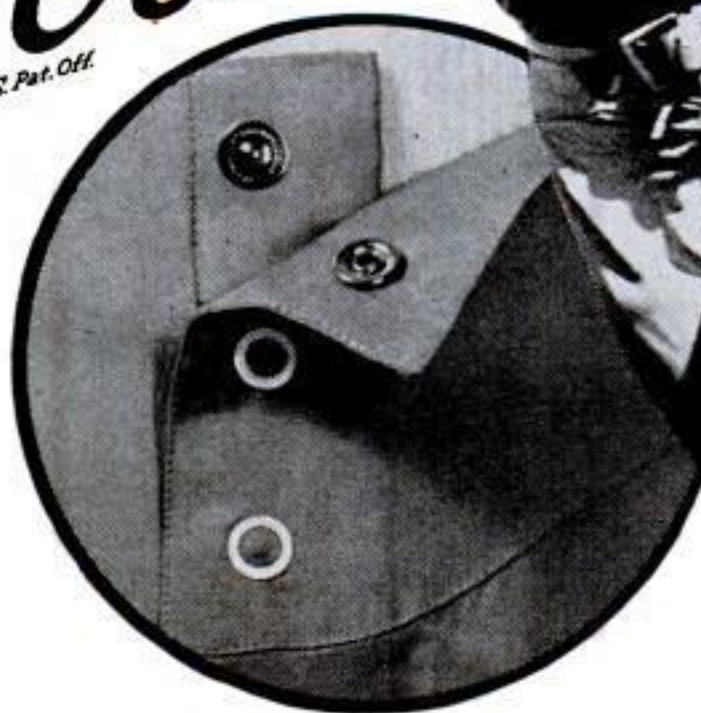
Grippers

Reg. U.S. Pat. Off.

the laundry-proof fastener
ends all button troubles . . .
won't break . . . won't tear off

The wear and tear of laundering can't hurt Grippers. This new type of fastener developed especially for men's shorts won't break or smash down. Here, in part, is what the American Institute of Laundering reports, "After severe tests we find that Grippers operate perfectly after repeated washing and pressing—that they do not rust—that they place no undue stress on the garment that might tear fabric."

Approved by Good Housekeeping as advertised therein.



Be Sure to Insist on Genuine Grippers

Grippers are troubleproof because they're radically different in design. Don't confuse them with any other type of fastener. The Gripper stud is almost solid metal. It can't flatten down. The Gripper spring catch has a heavy guard that protects the flexible inner catch permanently. These features are patented. So be sure you get genuine Grippers. The name is stamped plainly on each fastener.



SCOVILL MANUFACTURING COMPANY

Button and Fastener Division • Waterbury, Connecticut

GRIPPER FASTENERS

are now featured on nationally-known lines of shorts. Leading department and men's stores can supply you . . .

WILSON
NOBEL
SUPER SHORTS

Wilson Brothers,
Chicago

ARROW
SANFORIZED
AROSNAP

Cluett, Peabody & Co., Inc.,
Troy, N. Y.

Allen - A



The Allen-A Company,
Kenosha, Wisconsin

Also on Arrow Arosnap Shorts made by Cluett, Peabody & Co. of Canada, Ltd. . . . Lewis Shorts made by Lewis Shirts of Canada . . . and on High Life Shorts in Mexico.

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There was a young lady beguiling
Who always was happy and smiling
For her gloves and her hose
And her "these" and her "those"
Were Kayser made, smooth with good styling

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy—it's fun! And you'll win 6 pairs of Mir-O-Kleer* Hosiery for each limerick we accept. Mail to Kayser, Dept. L-5, 500 Fifth Avenue, New York City.

A GLORIOUS HOSIERY COMBINATION: a perfect cure for Budget Blues... a luxurious beauty treatment for legs! Kayser hosiery comes in luscious colors... is wonderfully sheer and run-resisting. 89¢ up.

"BE WISER... BUY KAYSER"

KAYSER

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HACRAE

We replaced an enemy with a friend to produce a **FINER TOOTH POWDER** *soapless*

We took a tip from the wool industry to make use of the world's finest cleansers and polishers

● Just as cats and dogs are natural enemies in the animal world—in the chemical world certain remarkable cleansers are "chemical enemies" of soap and cannot be used in tooth powder made with soap.

WOOL INDUSTRY SHOWS THE WAY

When wool growers found their wool would not take coloring properly because soap was not washing it clean enough, they solved the problem with an amazing, new cleansing ingredient that actually outfoams soap.

WE REPLACE AN ENEMY WITH A FRIEND

By using this foaming ingredient instead of soap, we were able to put into Listerine Tooth Powder the astounding—100% more costly—cleansers and polishers which are "chemical enemies" of soap. They are so rare that only three places in the world can supply them to our quality standards. Your dentist uses no finer.

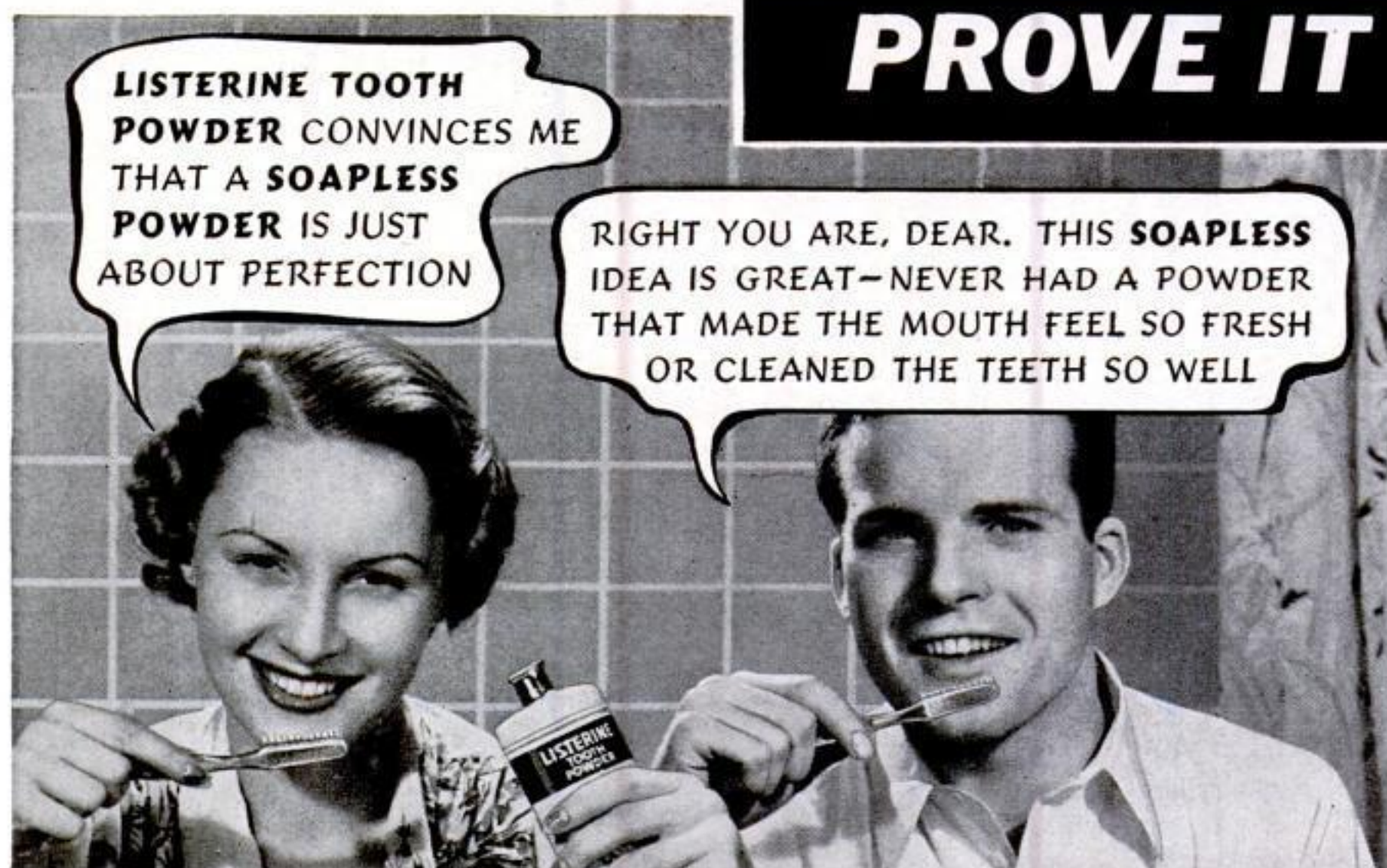
YOU'LL SAY SO YOURSELF

You will be simply delighted with Listerine Tooth Powder. Its thorough cleansing and high-lustre polishing action will amaze you—will make old-fashioned tooth powders seem inadequate and lazy. So find out for yourself how these marvelous, satin-soft cleansers and delicate polishers combine with the wonderful, new foaming agent to make a tooth powder that will quickly add alluring sparkle to your smile. Try Listerine Tooth Powder today! Two sizes, 40¢ and 25¢ at drug stores.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.



PROVE IT YOURSELF..!



LISTERINE TOOTH POWDER CONVINCES ME THAT A **SOAPLESS POWDER** IS JUST ABOUT PERFECTION

RIGHT YOU ARE, DEAR. THIS **SOAPLESS** IDEA IS GREAT—NEVER HAD A POWDER THAT MADE THE MOUTH FEEL SO FRESH OR CLEANED THE TEETH SO WELL

Rub it between your fingers

None of the greasy feeling you get with ordinary tooth powders; just clean, satin-soft cleansers 100% more costly.



Sprinkle it in the air

See how it floats there—so light, so dainty—instead of dropping quickly to the floor as heavier powders do.



LISTERINE TOOTH POWDER *it's soapless*



TWO TIRED TRAVELERS WAIT FOR A TRAIN IN BERLIN

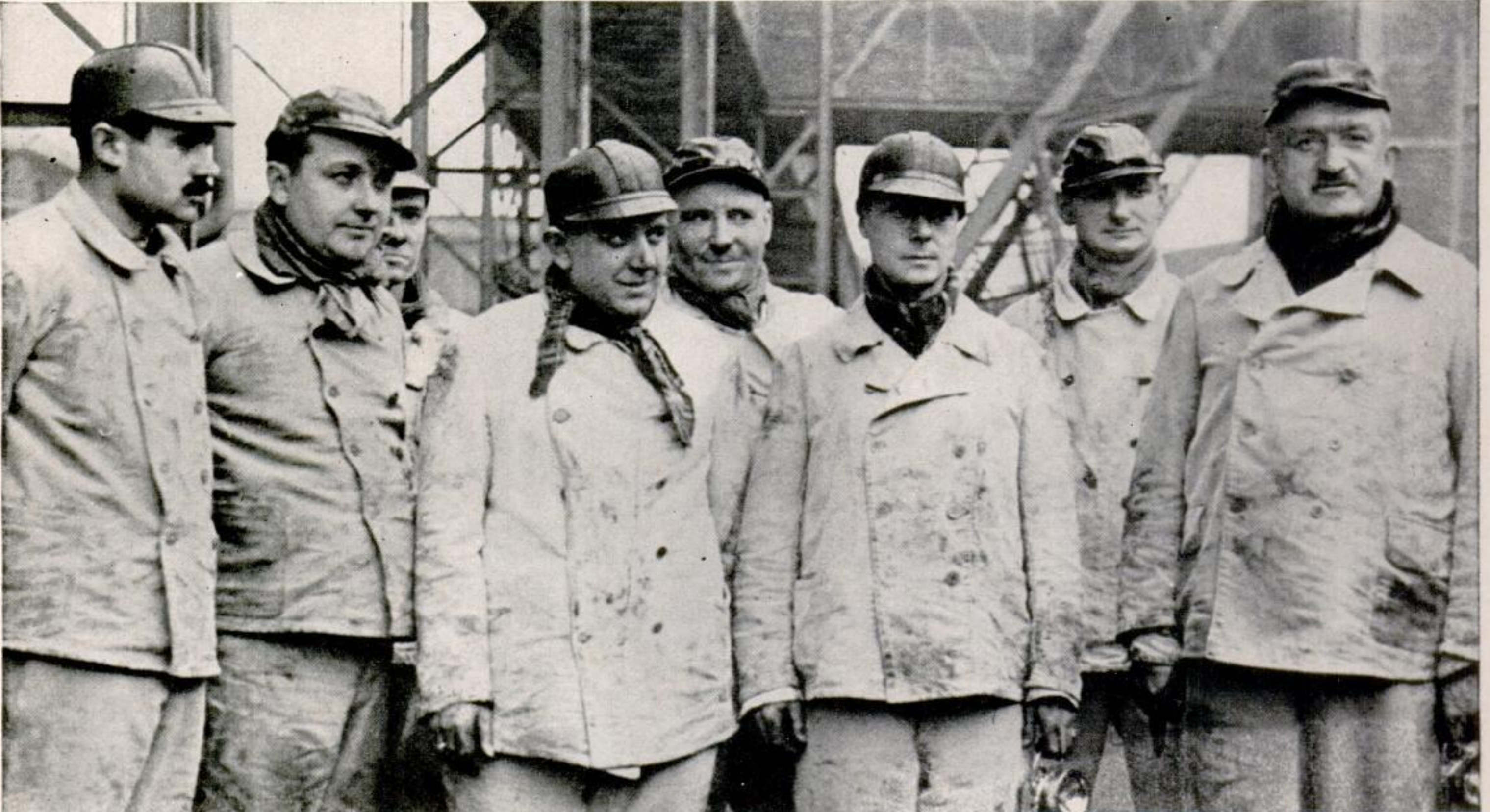
The most famous exiles in the world are the Duke and Duchess of Windsor. In the picture (above) they sit in Berlin's Friedrichstrasse railway station, Oct. 14. To his voluble host, Nazi Labor Chief Robert Ley, Windsor turns a tired traveler's gaze while his Duchess impatiently squeezes her lilies of the valley. This scene occurred early in the Windsors' two solid weeks of inspecting German industry and housing.

Back in Paris on Oct. 27, the Duke made his first

public speech since his abdication last year. Said he to the Anglo-American Press Association: "We are looking forward to our tour of America and to making a study of methods which have been adopted in leading countries of the world in dealing with housing and industrial conditions. . . . I am a very happily-married man now, but my wife and I are neither content nor willing to lead a purely inactive life of leisure."

The Windsors sail for the U. S. on *Bremen*, Nov. 6.

The Windsors look at German industry



At a model German mine-head Oct. 15 Windsor (*third from right*) said on being photographed, "I hope this does not

appear." This is the Friedrich Wilhelm coalpit at Essen, Germany's biggest, with model workers' homes. Windsor

rode three miles, 1,500 ft. underground, climbed wet slippery ladders, later visited Krupp and synthetic-gasoline works.



At the Düsseldorf exposition of synthetic products Oct. 16, the Windsors saw Germany's intense efforts to make everything out of wood, coal, stone or sand.

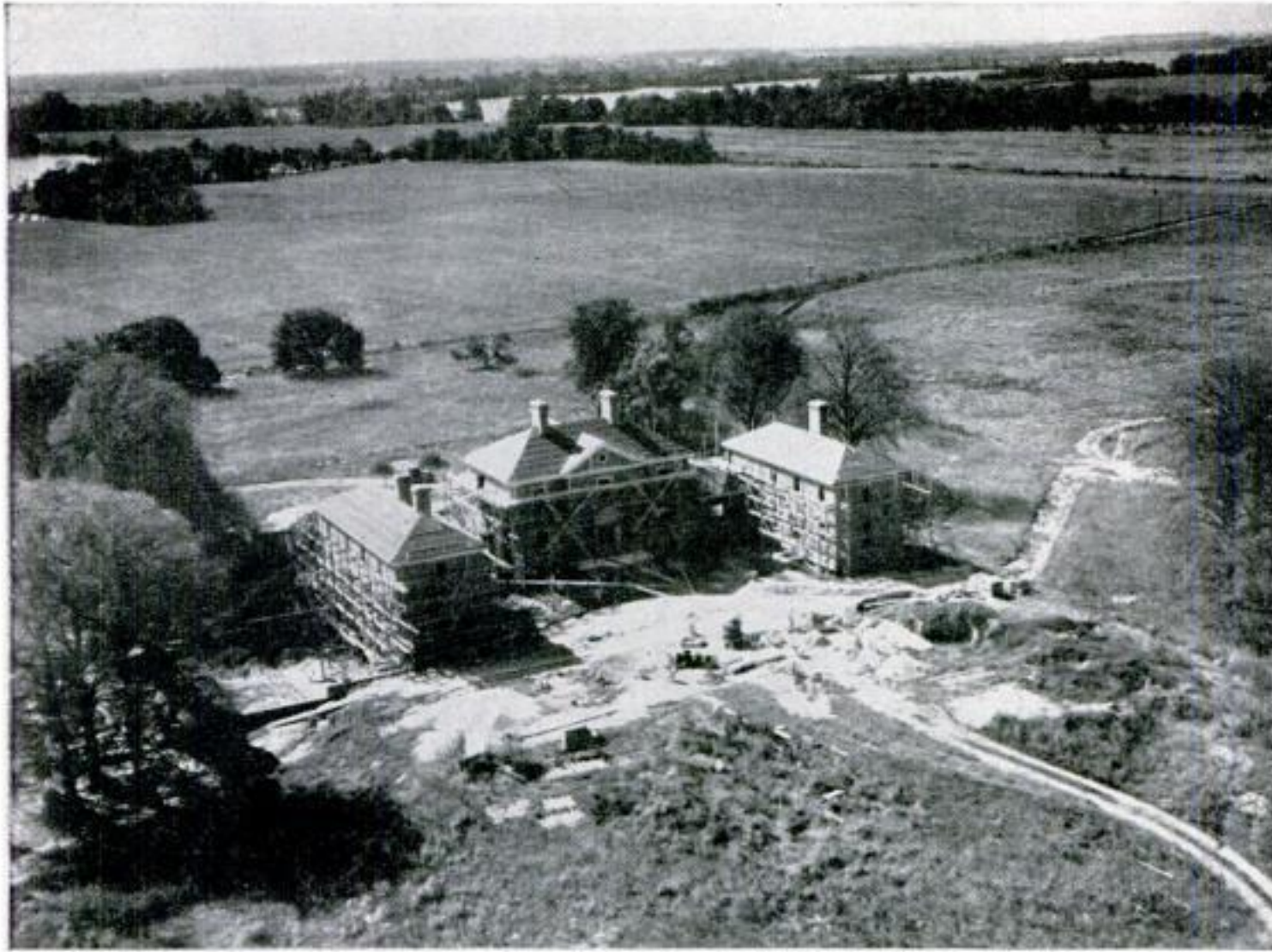


This superbus, specially made for distinguished German visitors and first tried on Windsor, took him 160 miles over Germany's superb new roads, Oct. 13.



The Windsors' particular guide, philosopher and friend in the U. S. will be Charles Eugene Bedaux, shown above at his Hungarian estate (others are in Scotland and France). Born a Frenchman, he learned America as a sand hog in New York's Hudson Tunnel, made his fortune selling the Bedaux "stretch-out" system to American business—a measured production average for workmen above which bonuses are paid. A superb salesman, he is supposed lately to have sold Windsor the doctrine of "social appeasement," a patronizing socialism much like Fascism. In Manhattan, he lives on Fifth Avenue near the Brisbane apartment (*see opposite page*). As Edward's advance agent, he arrived in the U. S., Nov. 1.

WHERE THE WINDSORS WILL STAY IN AMERICA IS DEBATED BY THE U.S. PRESS



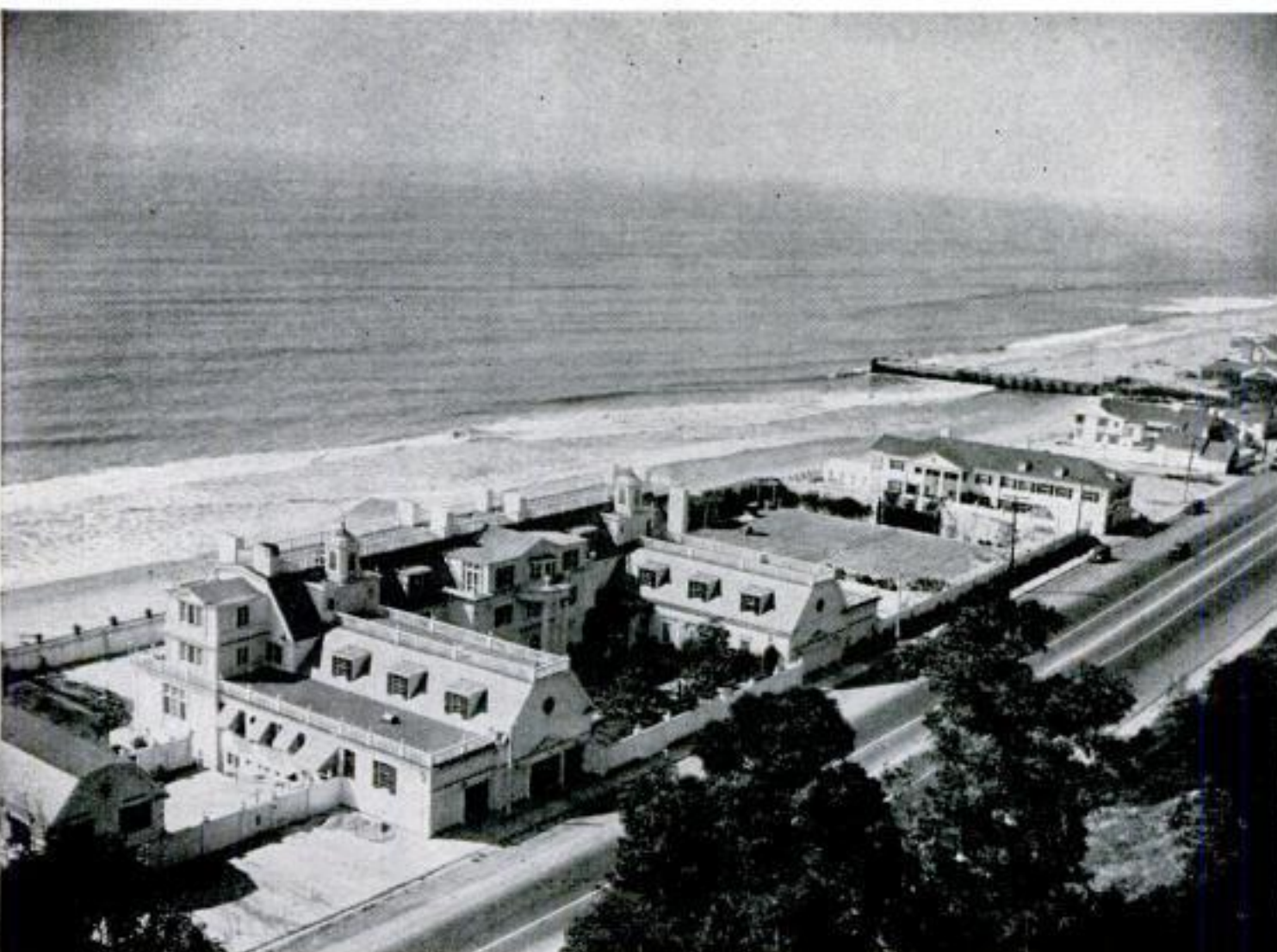
Maryland claims the Windsors will buy this 150-year-old house on Chesapeake Bay's Wye Island but the present owner, W. H. Stillwell, says that he is remodeling it for himself.



Long Island claims the Windsors will buy this estate at Cove Neck auctioned last May by William B. Leeds for \$160,000 to an unidentified buyer. Edward visited here in 1924.



"Aunt Bessie" Merryman, who chaperoned the Duchess of Windsor, is rumored ready to sell her 400-acre Maryland estate, Hayfield, in the Worthington Valley, to her nephew-in-law.



Hollywood claims that the Duke and Duchess of Windsor will stop at Marion Davies' impressive hotel-like house on Santa Monica Beach, Calif., as the guests of this movie actress.



New York City claims the Windsors will put up in the 33-room apartment of the late Arthur Brisbane filling three top floors of 1215 Fifth Avenue (*above*) overlooking Central Park.

CONTINUED ON NEXT PAGE

THESE WOMEN DOMINATE THE SOCIAL SET THAT MADE THE WINDSORS (continued)

Like many a less famous man, Edward, Duke of Windsor, has been made and unmade by his friends. Of them, the Archbishop of Canterbury churlishly said after Edward's abdication: "Sad it is that he should have sought happiness . . . within a social circle whose standards and ways of life are alien to all the best instincts of his people."

The fact is that Edward could not stand the standards and instincts of the Old Guard of the British ruling class. Not serious enough to cope with its brains, he fell back on the British equivalent of New York City's stockbroker and society hostess set. These people, the so-called "international set," are far from being as wicked as the Archbishop thinks them. Like other societies, this one is ruled by its women, some of whom are shown on this page. A remarkable number of them have hard-working businessmen husbands. Half of them have American blood. Several have unimpeachable British families. Edward of Windsor likes their company. And to the outskirts of this world drifted Mrs. Wallis Simpson, the alert, well-behaved American from Baltimore.

Some of these are giving the Windsors the cold shoulder, but a real recognition came on Oct. 19 when the Duke of Saxe-Coburg und Gotha, head of the German house from which the British royal family comes, styled the Duchess "Royal Highness."



Mrs. Reginald Fellowes, rich fashion expert, yacht-owner and naughty wit.



Lady Mountbatten, whose husband is Edward's cousin, was one of his oldest friends, joined his U.S. party in 1924.



Lady Furness, twice divorced, is the American friend who introduced Mrs. Simpson to Edward of Wales.



Lady Cunard, American, sponsored Mrs. Simpson in London, rode up into society on her friendship with Edward VIII.



Josephine Armstrong, American friend of the Duchess, was once a Patou mannequin, ex-wife of Erskine Gwynne.



Mrs. Evelyn Fitz-gerald, Canadian wife of British stockbroker (her sister married Lord Beaverbrook), is a friend.



Lady Diana Duff Cooper, beauty-aristocrat, has a husband in the British Cabinet.



Mrs. Pat Anderson & husband made pre-divorce parties of four with the Windsors.



Lady Mendl (Decorator Elsie de Wolfe) still ranks as a pet Windsor hostess.



Mrs. Rex Benson of Illinois, ex-wife of U.S. Publisher Condé Nast, was one of the pretty, well-dressed friends of Mrs. Simpson.



Lady Alexandra Metcalfe, daughter of the late Lord Curzon, is not the Duchess' friend but her husband is one of the Duke's loyal followers.

ROYAL CHORES KEEP THE OTHER WINDSORS BUSY



While Edward Windsor did the rounds of German industry and housing, the other members of the Windsor family in England were also making their bid for public attention. On Oct. 16, Queen Elizabeth inspected her own regiment, the London Scottish of the Gordon Highlanders. *Above*, she is being con-

ducted across Buckingham Palace grounds by Colonel L. D. Henderson. Later, the entire royal family got busy inspecting British housing to show that they were as social-conscious as Brother Edward.

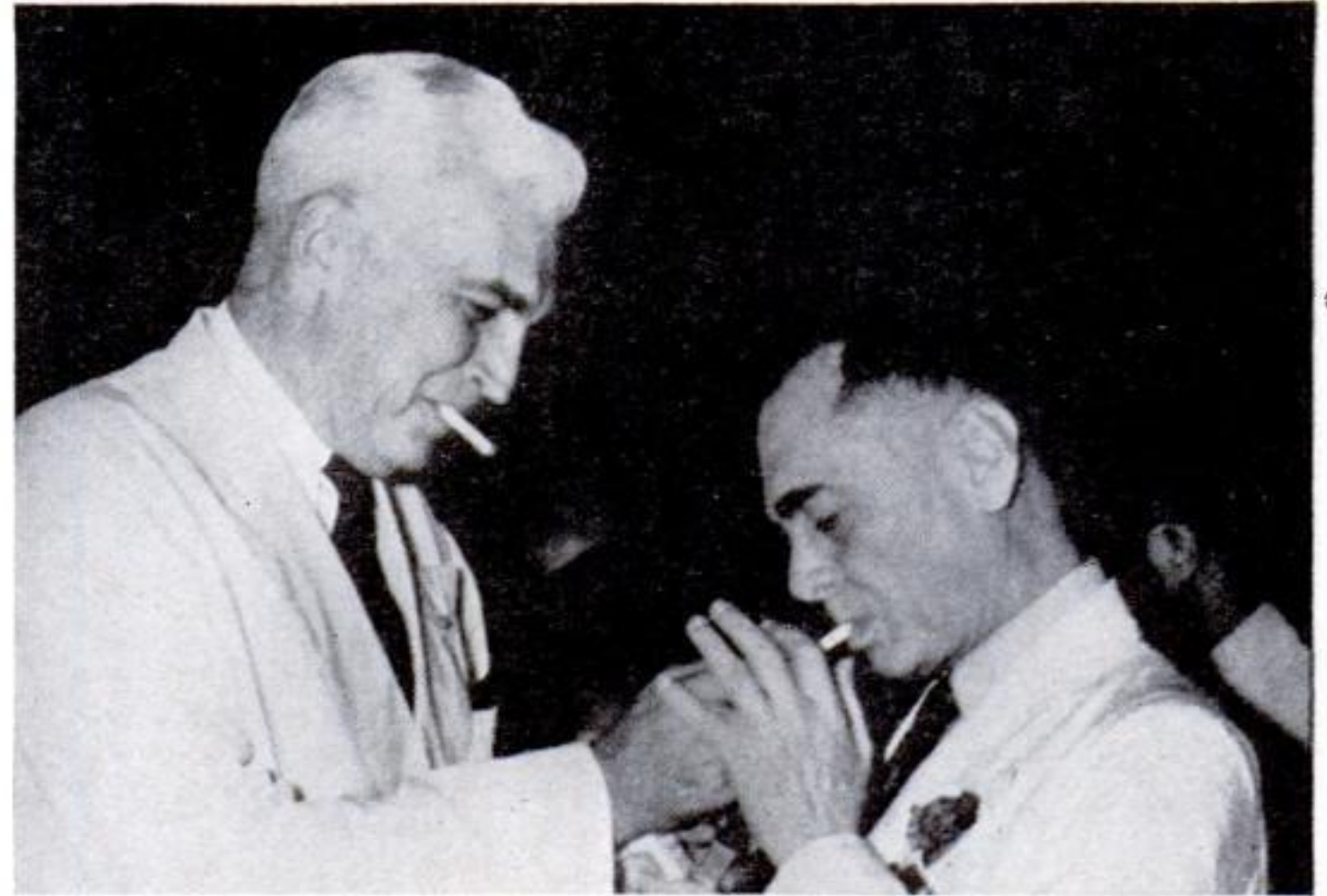
The King and Queen took Yorkshire but when they saw sad sights, did not make the constitutional

mistake Edward VIII made in saying, "Something must be done." Instead the Queen burred to an unemployed workman's haggard wife, "It's wonderful how you manage on so little!" Duke of Kent took Edward's own Wales. Duke of Gloucester inspected Cornwall estates once belonging to his exiled brother.

LIFE ON THE AMERICAN NEWSFRONT: LIGHT-UP PICTURE BOOSTS PHILIPPINE PRESIDENT



Philippine etiquette requires a subordinate to light his superior's cigaret. When Philippine President Manuel Quezon returned from his travels last summer and was photographed giving a light to U. S. High Commissioner Paul V. McNutt, Filipinos knew who was boss.

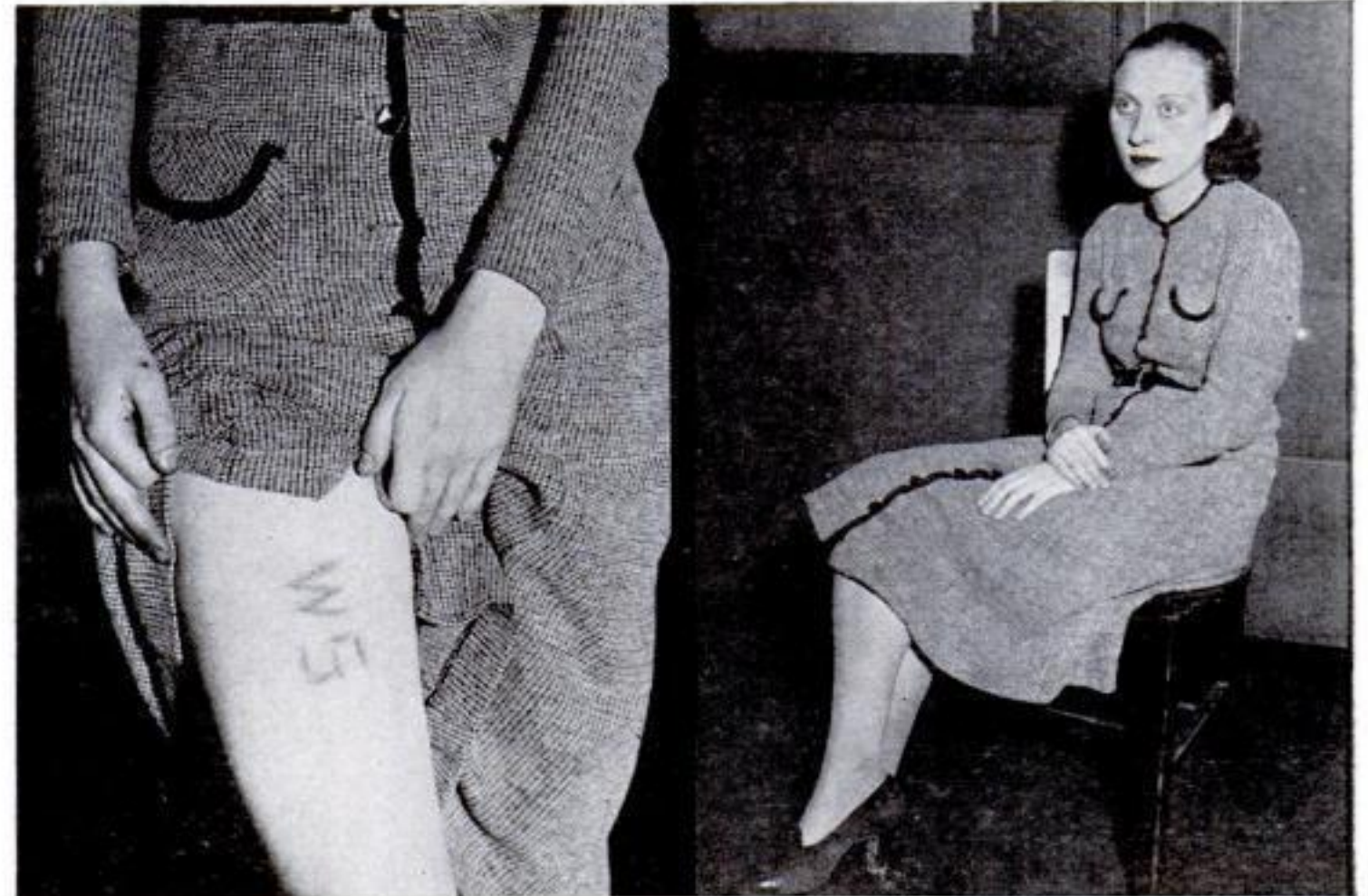


Filipinos were astounded, therefore, by this new photograph of the Commissioner returning the President's salute. American observers put it down as a gesture of simple democratic courtesy, but knew it would give triumphant little Quezon's prestige a potent boost.

TWO MEN GIVE TWO WOMEN SOMETHING TO REMEMBER THEM BY

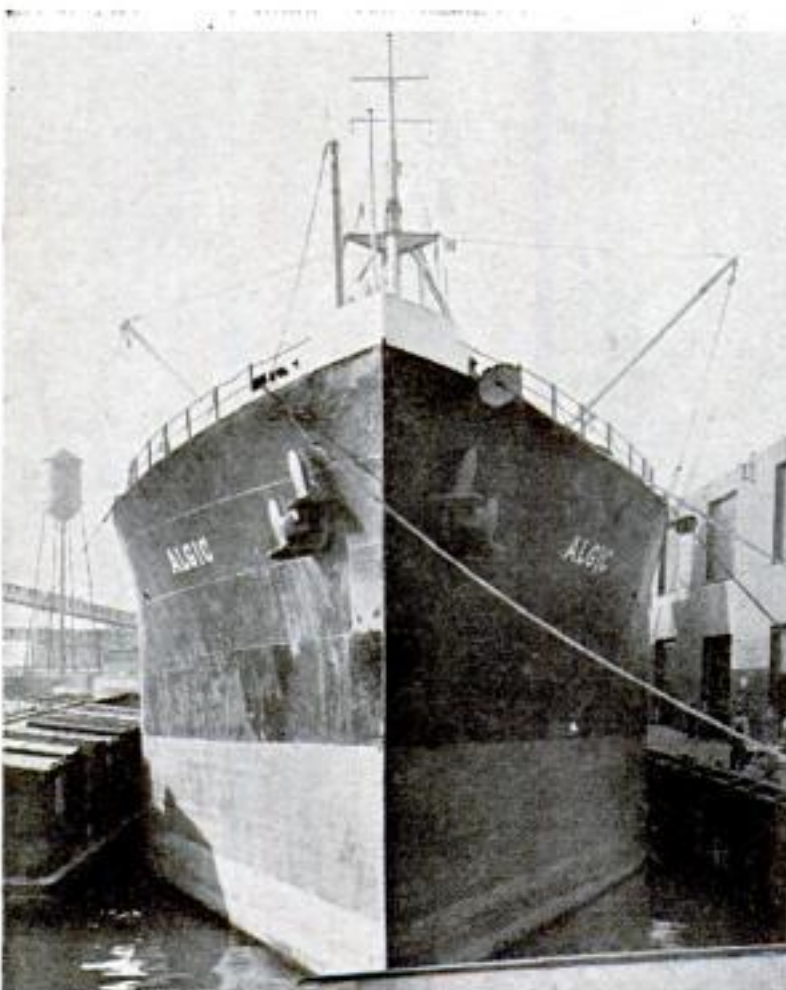


Tattooed on the left thigh of Edith Hopper McDougall Hutchins is the name of her second husband, W. M. Hutchins. On Oct. 19, a San Francisco judge granted her an annulment and the right to revert to her maiden name. But the name Hutchins will be with her always.



Carved on the right thigh of Dorothy Heintjes are the initials of William Sealey of Flushing, N. Y. While his wife was away, Sealey took Miss Heintjes into his home, made love to her, cut his initials in her leg with a razor "so people would know she belonged to me."

MUTINY ON THE ALGIC INVESTIGATED BY DEPARTMENT OF JUSTICE



The 5,500-ton freighter, *Algie* (left) returned to its Baltimore docks on Oct. 20, at the end of a turbulent three-months' voyage to South America,

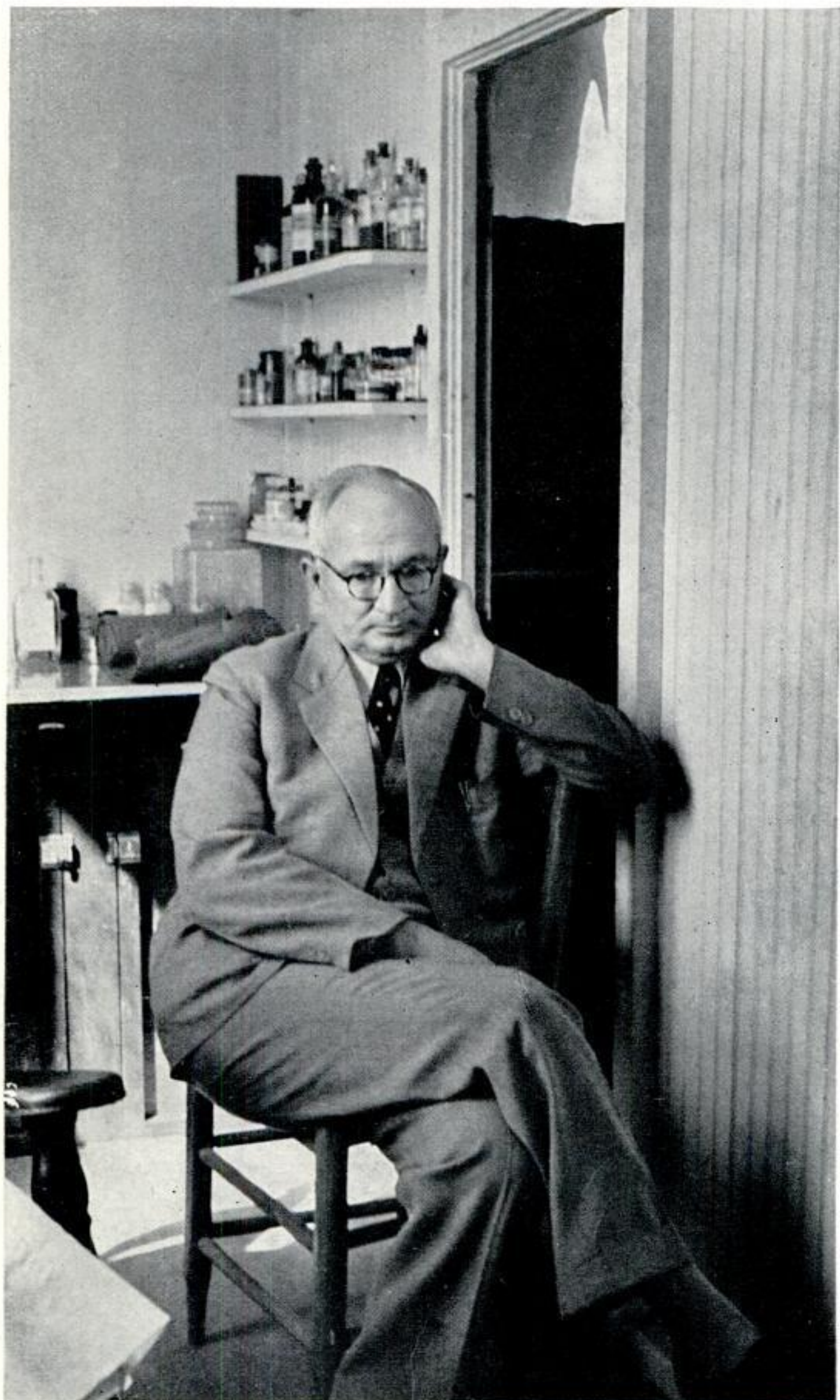


marked by mutiny, strikes, desertions, murder. In Montevideo matters became so tense that Captain Joseph Gainard (centre), strick-



en with influenza, appealed to Washington, received authorization to put trouble-makers in irons. Back home, members of the crew (right) were examined, and 14 of them held by the Department of Justice on charges of "revolt and mutiny."

LIFE ON THE AMERICAN NEWSFRONT: BAD MEDICINE LEAVES TRAIL OF DEAD PATIENTS



Dr. Archie Calhoun has known no darker days in 26 years' practice. Says he: "If it hadn't been for the sweet way people took it, it would have been too much for me to bear."



Sulfanilamide is a new and potent drug now generally prescribed in capsules and ampules as a remedy for streptococci infections. Last month a Tennessee drug firm for the first time made sulfanilamide in sweet liquid form and began marketing 80 gallons throughout the South (left).

Like many another physician, Dr. Archie Shepherd Calhoun of Mt. Olive, Miss., prescribed the new medicine for his patients. Like many another physician, he was horrified when some mysterious quality in the bottled compound caused some of his patients to turn blue, writhe in agony, die. Like few other physicians, Dr. Calhoun had the courage to ride through the backwoods, warning other patients that his prescription was a poison, ordering them not to take it. But Dr. Calhoun's admonitions came too late to halt the march of death.

In the hospital at Magee he found two patients dying. Courageously Dr. Calhoun called their families aside, told them he had poisoned their kinsmen. Telephoning Knoxville to warn his lifelong friend, the Rev. J. E. Byrd, secretary of the Mississippi Baptist Board, not to use the elixir, Dr. Calhoun found he was already dead.

Six of Dr. Calhoun's patients died, their kidneys and livers destroyed. Seven others suffered varying degrees of mental and physical torture, eventually recovered. Yet Dr. Calhoun's reputation did not suffer. Neighboring cotton farmers were less impressed by the tragic death toll than by Dr. Calhoun's fine manifestation of medical honor. Elsewhere the elixir took 35 more lives. Death supposedly was due not to sulfanilamide but to its combination with a solvent: diethylene glycol. Said Dr. Morris Fishbein of the American Medical Association: "Nothing like this situation has arisen in American medicine in many years."



Dr. Calhoun's nurse, Miss Evelyn Sharbrough, took the elixir, felt no ill effects.



Dr. Calhoun's patient, Lula Herrin, took a whole bottle, "swore up," soon recovered.



Grave of Rev. J. E. Byrd in Mt. Olive Cemetery. Dr. Byrd, 65, sixth of Dr. Calhoun's patients to die, was a noted evangelist, educator, prohibitionist, world traveler.



Grave of Mrs. Henry Stuckey in Oak Grove Cemetery, by church (in background), Smith County. Mrs. Stuckey, farmer's wife, was third of Dr. Calhoun's patients to die.



Grave of Mrs. J. E. Penn in McNair Cemetery, Covington County. Mrs. Penn, wife of one of the county's most prosperous farmers, was fifth of Dr. Calhoun's patients to die.

LIFE ON THE AMERICAN NEWSFRONT: SON JAMES BECOMES PRESIDENTIAL CO-ORDINATOR

Career of Franklin Roosevelt's eldest boy shows steps in the making of a fortune-favored politician



He is born in a fine, old, well-to-do family with one of the greatest political names in America. In this picture of Franklin's branch Eldest Son James sits at right.



He marries young and well, at 22. His bride is smart, pretty Betsey Cushing, daughter of Surgeon Harvey Cushing.



He starts a family without delay. Daughter Sara Delano (shown above with her father at a horse show) is 5. Daughter Kate is 20 months.



He gets rich quick in the insurance business, settles in this fine old mansion in Washington's Georgetown.



He takes the stump early (above: during the 1932 Roosevelt campaign for nomination), learns to speak persuasively in a voice amazingly like his father's.



He becomes pupil-confidant of the most experienced politicians in the U. S. including Pastmaster Farley.



He mixes easily with crowds and learns to be a good fellow among all kinds of people. Above: he is at the Democratic National Convention in 1936.



He meets the press often and learns to handle reporters' questions. Above: at the Congressional tax-evasion hearings.

He is President's constant companion

A prime ingredient in the formula for political success is "name & face stuff," i.e. keeping your name and picture before the public. Jimmy Roosevelt, who avowedly expects to run for office some day, is, as his father's constant companion, easily the most photographed young man in the U. S. Below: on the *Amberjack*.



At Harvard commencement in 1929 were Harvardmen, father & son.



At the First Inauguration in 1933 Son James escorted his father to & from the inaugural platform, sat & stood by him during the ceremony.



At the Second Inauguration James now his father's assistant and soon to be Secretary, repeated his role.



On State visits, such as that to Buenos Aires (above), James is Lt.-Col. Roosevelt, U. S. M. C.



On back platforms during the Presidential swings around the country, Jimmy's smiling face is seen by many thousands.



At social functions and big political banquets white-tied James is always at the centre of bigwig interest.



CIVIL SERVICE COMMISSION
Harry B. Mitchell



NATIONAL COAL COMMISSION
Charles F. Hosford Jr.



CCC
Robert Fechner



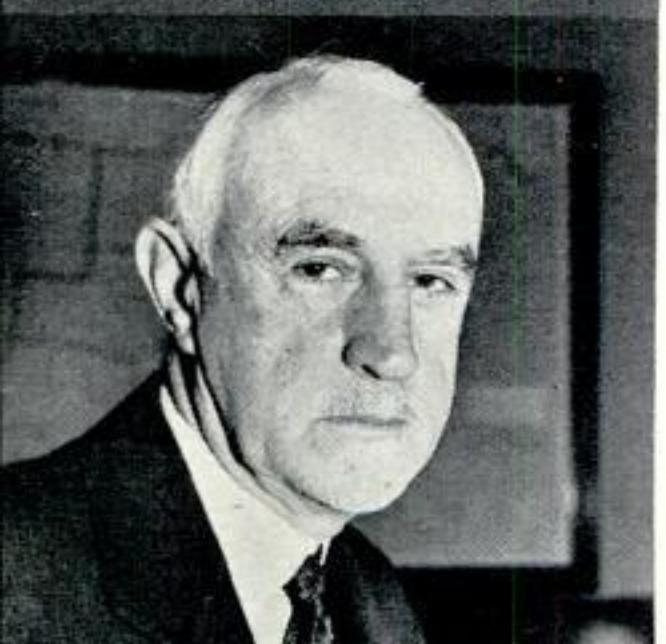
SEC
William O. Douglas



ICC
Carroll Miller



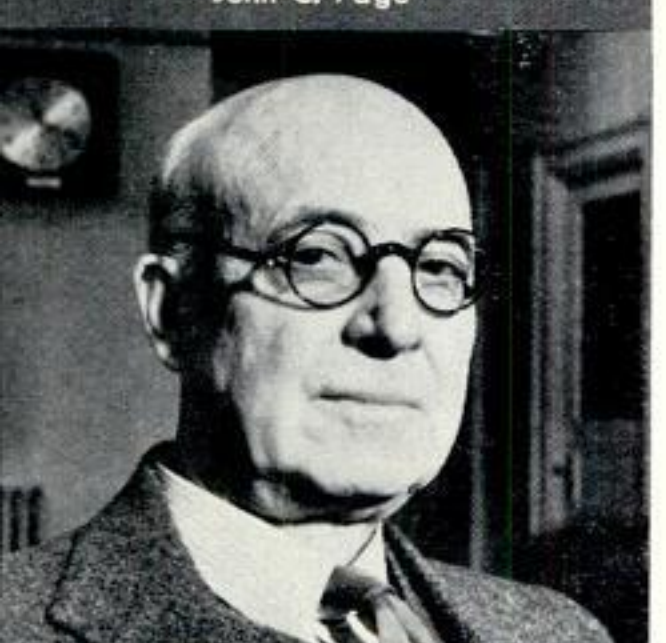
WPA
Harry Hopkins



FEDERAL HOME LOAN BANK BOARD
John H. Fahey



RECLAMATION BUREAU
John C. Page



FEDERAL TRADE COMMISSION
William A. Ayres



NATIONAL LABOR RELATIONS BOARD
J. Warren Madden



FEDERAL POWER COMMISSION
Clyde L. Seavey



SOCIAL SECURITY BOARD
Arthur J. Altmeyer



AAA
Howard R. Tolley



FEDERAL HOUSING ADMINISTRATION
Stewart McDonald



THE ASSISTANT PRESIDENT'S NAME IS ALSO ROOSEVELT

Above you see Jimmy Roosevelt at his White House desk. Around this page you see the heads of 18 top independent and emergency Government agencies. They include some of the biggest names in the New Deal. All of them, big and little, will now report once a week at Jimmy's desk, if they have problems for the President.

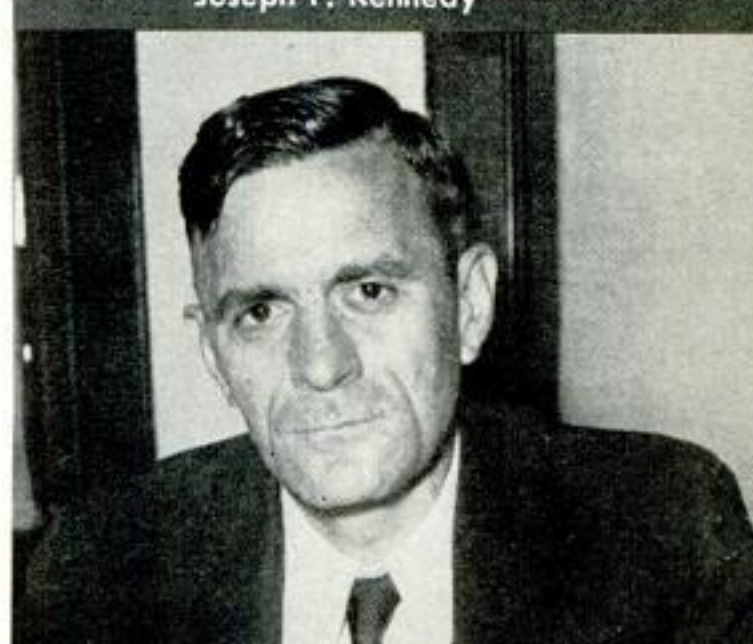
Son James will be "at home" Mondays and Tuesdays, give each one a half-hour. His function will be to co-ordinate their various activities, transmit their wishes and complaints to his father, arrange for them to see the President personally on matters of major policy.

In other words, Son James's 29-year-old mind becomes the medium through which will flow all ordinary communication between the President and some of his chief administrators. As such, Son James now sits in a seat of power. Rarely do thoughts pass through any mind without being in some degree colored and transmuted. And the President plainly expects his son, as co-ordinator, to do some thinking of his own.

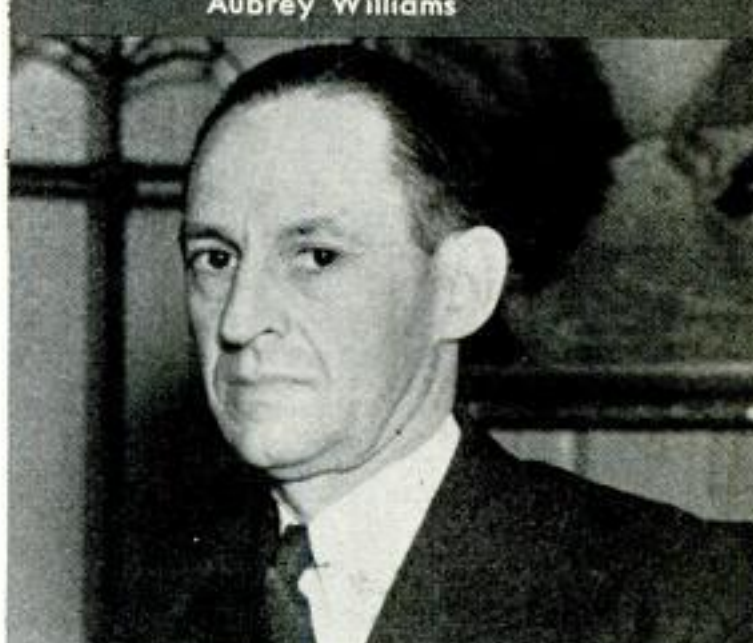
General Hugh S. Johnson, who should know, declared that President Roosevelt's previous attempts to shoulder off some of his enormous burden on an "Assistant President" (most notably in the case of Donald Richberg) failed because "prima donna" Cabinet officers and other administrators were jealous. "What prima donna," asked the proud General, "can be jealous of the closeness of relation between a man and his own son?"



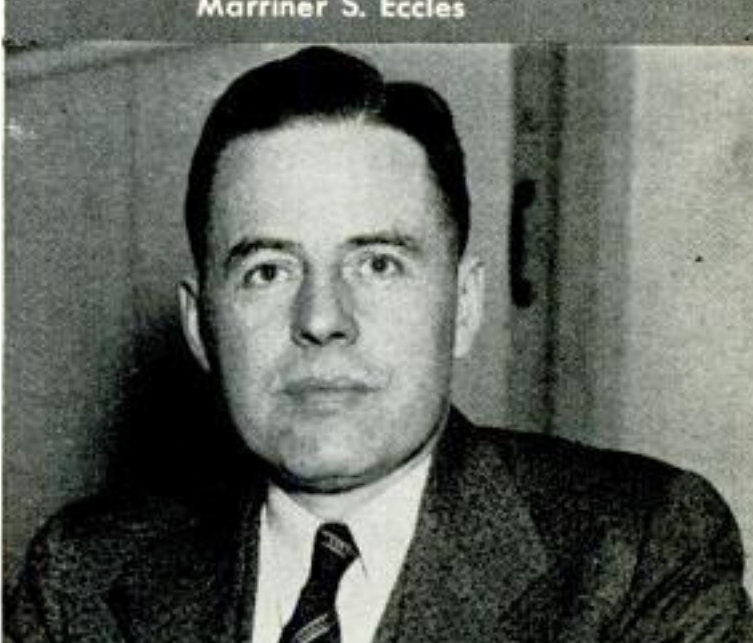
U. S. MARITIME COMMISSION
Joseph P. Kennedy



NATIONAL YOUTH ADMINISTRATION
Aubrey Williams

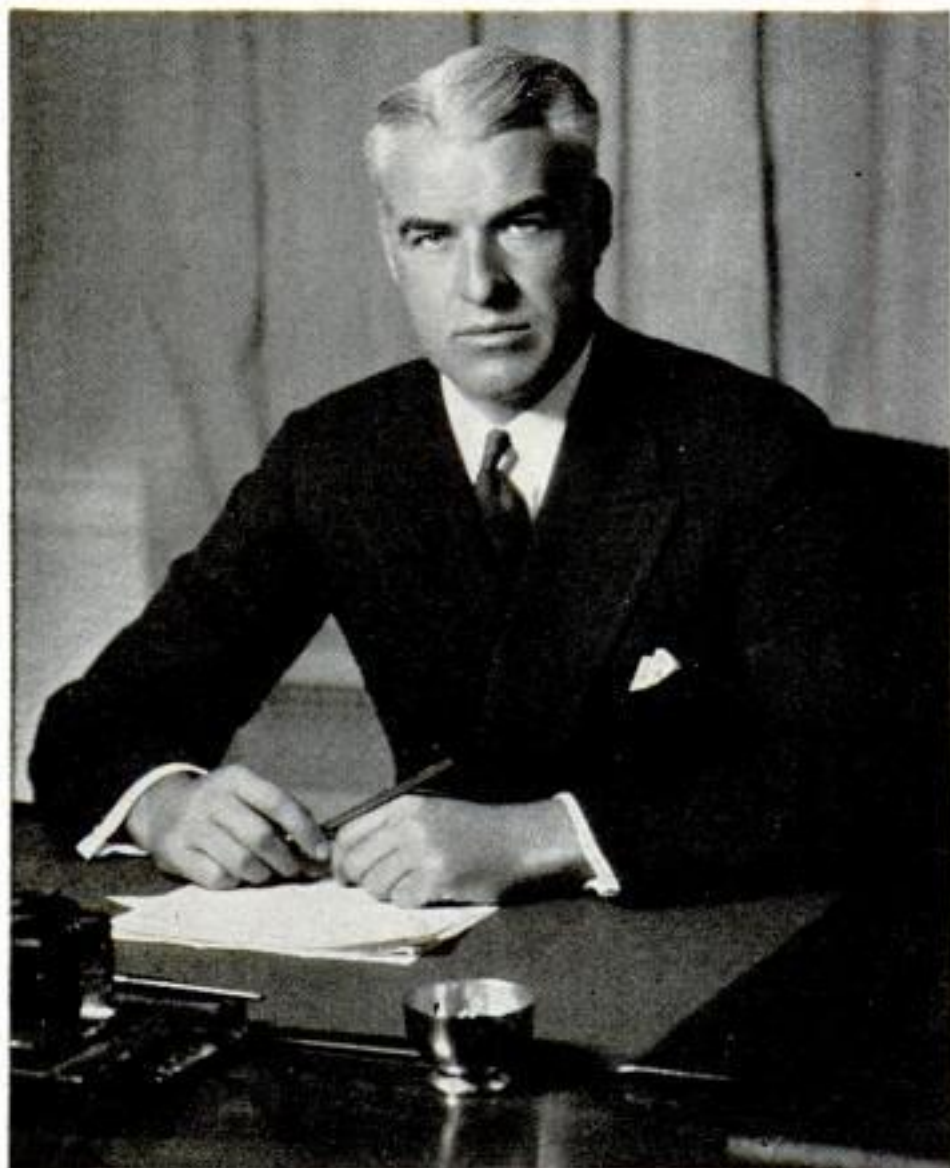


FEDERAL RESERVE BOARD
Marriner S. Eccles



FARM CREDIT ADMINISTRATION
William I. Myers

LIFE ON THE AMERICAN NEWSFRONT: BIG STEEL GETS NEW BLOOD AND NEW FACES



Edward Riley Stettinius Jr., grey at 37, is a suave socialite, a member of swank Union and Piping Rock Clubs.

Into the teeth of the business slump which has plummeted steel production this year from 92% to 51% of capacity, the directors of U. S. Steel Corp. on Oct. 26 flung their first common-stock dividend since March 1932, announced a sweeping rejuvenation of Big Steel's high command.

Next April, Edward Riley Stettinius Jr. (left), just turned 37, will succeed Myron Charles Taylor, 63, as board chairman. As Commander Stettinius' field marshal of an army of workers (276,000) greater than the combined legions of Alexander, Hannibal and Frederick the Great, Benjamin Franklin Fairless, 47 (right), will succeed Steel's President William A. Irvin on Jan. 1.

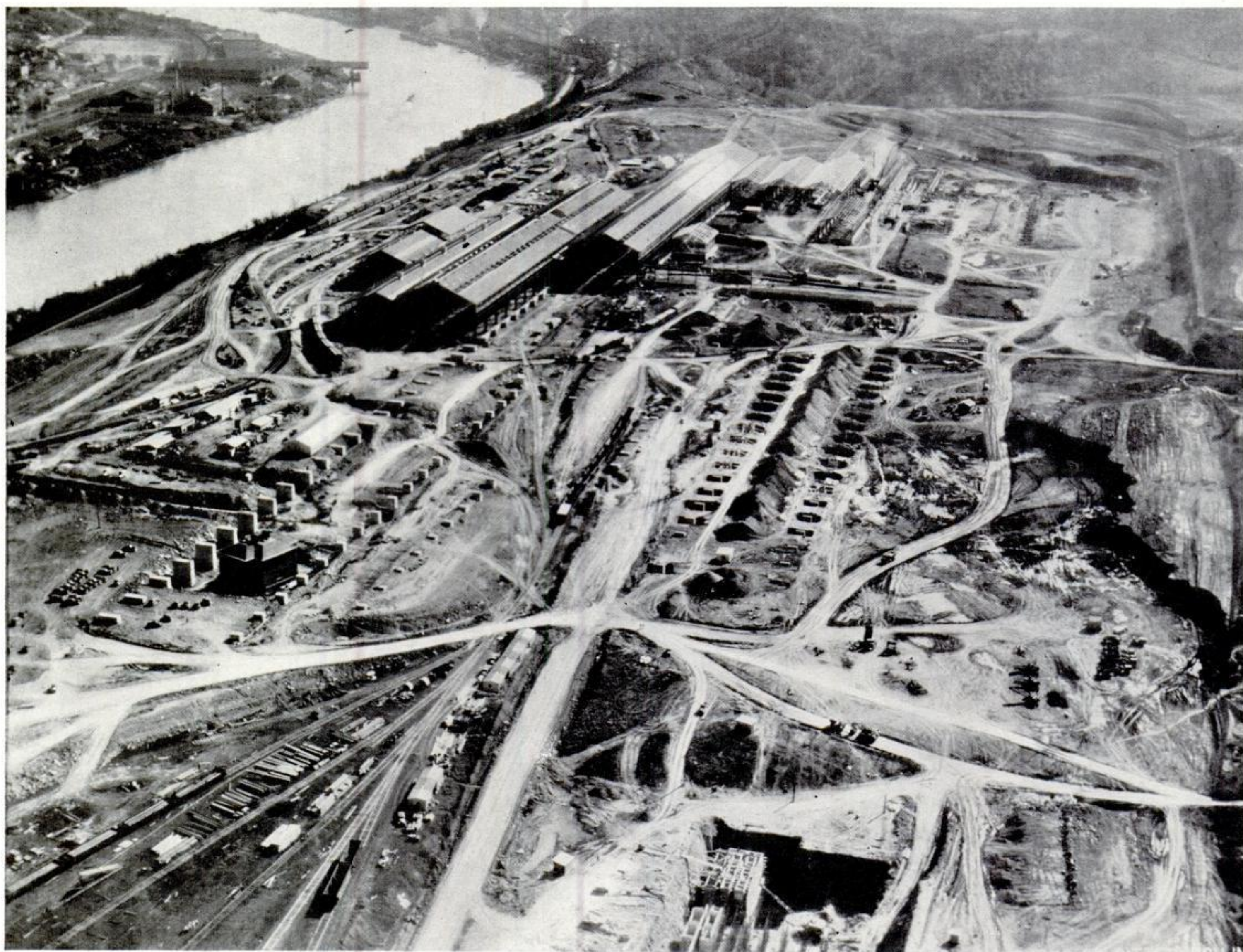
Brilliant, hard-driving Chairman-designate Stettinius, who steps up from the chairmanship of Steel's Finance Committee, is a rich boy who made good. His father was a Morgan partner.

Kinetic, ambitious President-designate Fairless, who steps up from the presidency of Steel's biggest subsidiary, Carnegie-Illinois, is a poor boy who made good. His father was a coal miner in dingy Pidgeon Run, Ohio.

Below: U. S. Steel Corp. builds a huge new plant.



Benjamin Franklin Fairless, 47, dark and dynamic, worked his way through college, is a Mason, an Elk and a Moose.



The biggest private U. S. construction job of the past decade looked like this Oct. 26. It is a new U. S. Steel plant on the Monongahela River between Clairton and McKeesport, Pa., 15 miles southeast of Pittsburgh. Named

the Irvin Works, it will cost \$60,000,000, occupy 600 acres, be second in size only to Big Steel's great plant at Gary, Ind. For its site, the top of a hill has been sliced off as if it were a hamburger bun. Barring accidents, the mills

should be running by June 1. U. S. Steel officers, eager to please the public and wary of the bad name won by "company towns," are chiefly concerned with the problem of housing 4,000 prospective employees and their families.

FOR HIS PARTY HOOVER CALLS FOR NEW BLOOD & NEW FACES

On this page you get a glimpse of the life of an ex-President of the U. S., who has consecrated himself to routing the New Deal and reviving his demoralized Party. On Oct. 26, Herbert Hoover's one-man crusade took him to Boston, and these are some of the things he had to do there. His principal effort was a speech in Mechanics' Building to the Republican Club of Massachusetts. Calling for new blood and new faces in the Republican command, he obliquely rebuked Alf Landon by warning that, to come back, the G.O.P. "must produce principles and program, besides being against and joy riding on mistakes."



The Hoover hat went off to some 200 loyal Bostonians who gathered at Back Bay Station to cheer his arrival.



Morning after his speech, Mr. Hoover, at the home of Christian A. Herter, repeated parts of it for a newsreel.



The national chairman of Boys Clubs of America made an inspection tour of Boston's fine big Bunker Hill Clubhouse for poor boys, in outlying Charlestown; showed by his grasp on a cue that he was speaking truly when he said of pool: "I'm not very good at this game."



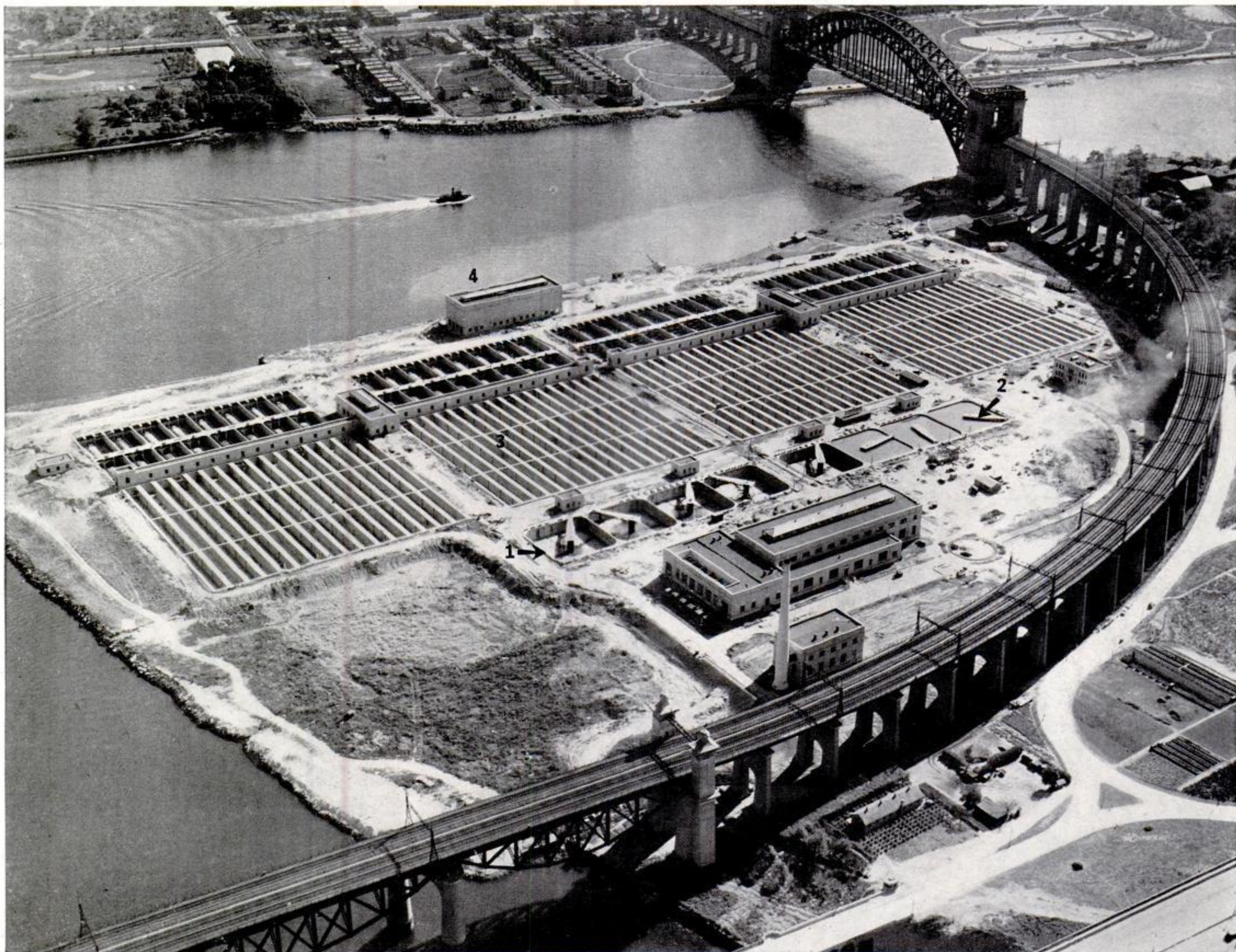
Many a staunch admirer has the only living ex-President, who is serenely confident that history will vindicate his

actions in the White House. Here you see one shaking his hand, while Congresswoman Edith Nourse Rogers smiles.

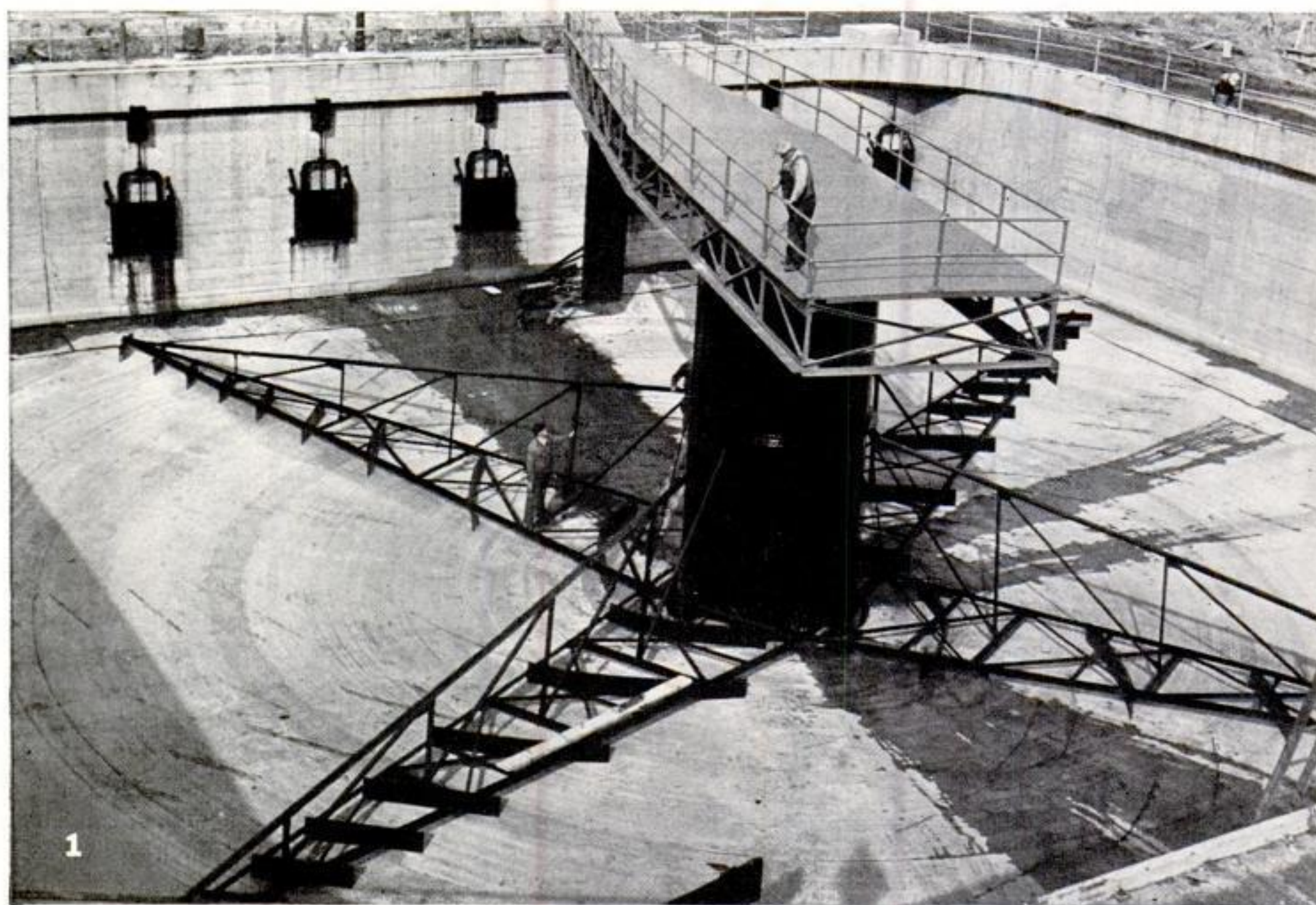


Three ex-Governors of Massachusetts posed for a picture with the ex-President, who gave them applause. Left to right: Frank G. Allen, Channing Cox, Alvan T. Fuller. Said Mr. Hoover in his speech: "Let me repeat once again that I do not want any public office."

LIFE ON THE AMERICAN NEWSFRONT: NEW YORK CLEANS ITS SEWAGE AT HELL GATE



AIR VIEW OF WARD'S ISLAND SEWAGE-TREATMENT WORKS AT HELL GATE ON THE EAST RIVER. NUMBERS CORRESPOND TO KEYED PICTURES



On Oct. 23, Secretary of Interior Ickes and Mayor LaGuardia of New York exchanged compliments on barren Ward's Island near the Hell Gate Bridge across the East River. The occasion was the dedication of a \$30,000,000 supermodern sewage-disposal plant (*above*)—the second in a chain of plants which will cost another \$170,000,000 and which will eventually end the City's pollution of adjacent waters.

Each day the City's water supply becomes sewage through the addition of only 2% of solid matter. The latter breeds bacteria, putrefies. Treatment used to eliminate these solids at Ward's Island is the Activated Sludge Process. Oxygen-breathing organisms in the solids are activated by air pumped into the sewage to settle solids and keep them from putrefying. The result is relatively pure and odorless liquid which flows into the East River. The sludge—heavier than water—is dumped 12 miles out at sea, drops to the bottom. Plans are now being made for the "digestion" of the sludge in huge tanks where it will be transformed into salable fertilizer.

At left is an empty preliminary settling tank (No. 1 in air view) which receives the sewage directly from the City's sewer mains. The heavy solids fall to the bottom and are swept into a hole at the centre by revolving rows of cupped blades. The liquids are drawn off into aeration tanks (No. 3).

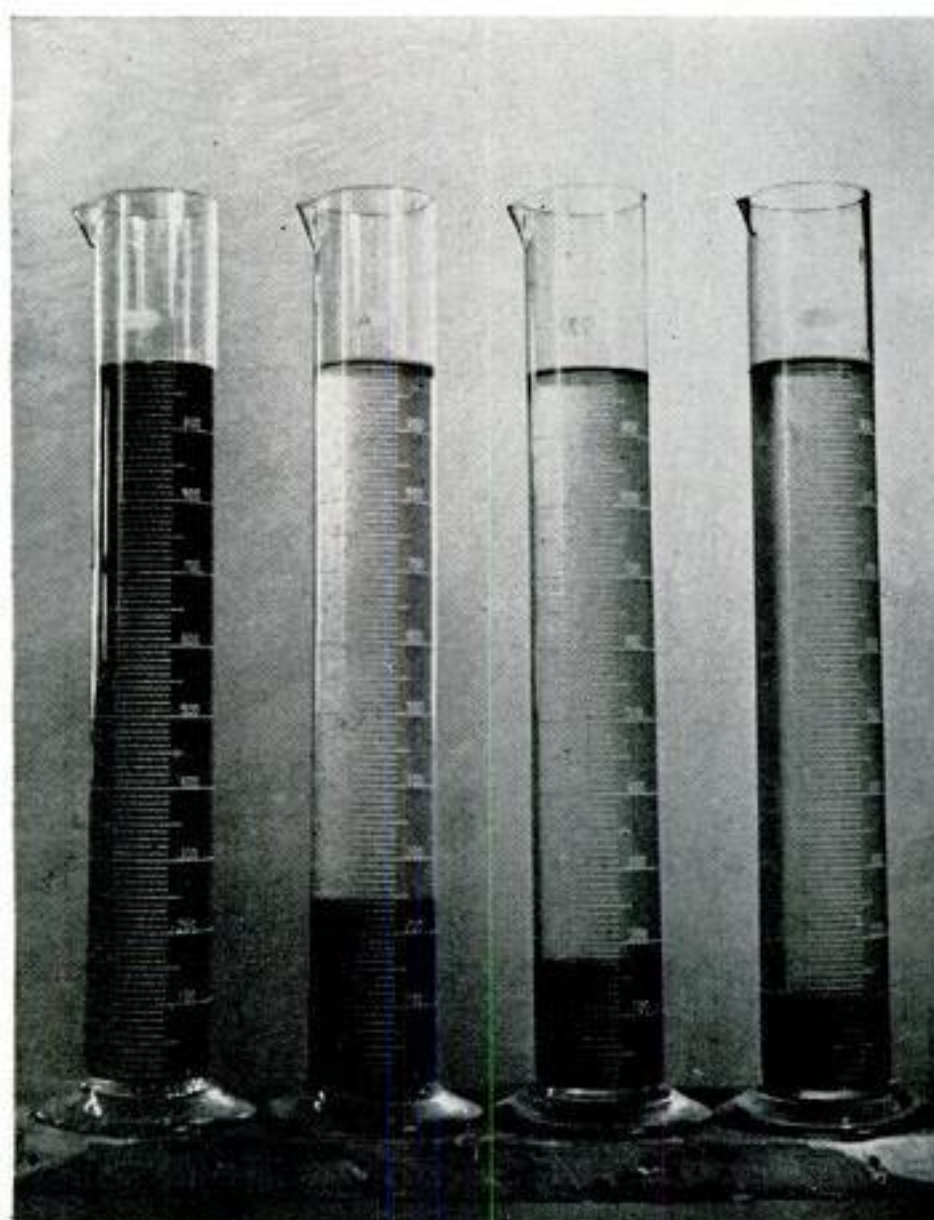


Aeration tanks are rows of deep channels in which air is pumped into the fluids, which have been drawn off from the preliminary settling tanks (No. 2 in air view). The foamy

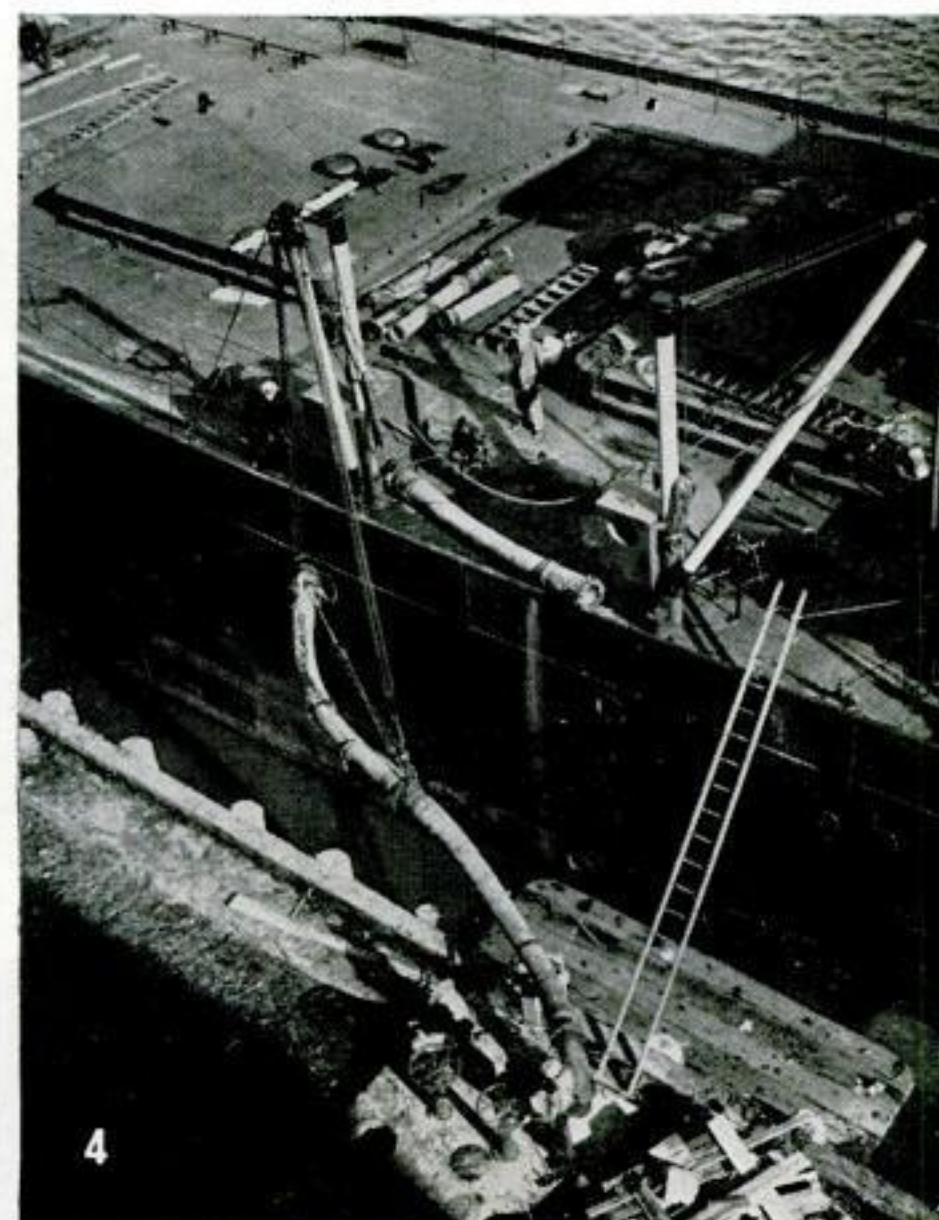
look on the side surfaces is caused by soapsuds, is particularly evident on Mondays. The man on second runway is a bacteriologist taking samples to test the activation process.



Preliminary settling tank (No. 2 in air view) similar to empty one (on opposite page), shows how floating scum is pushed toward the exit pipe by revolving arm on surface.



Tests show how activated sludge settles. *From left to right:* after 0 minutes, 5 minutes, 10 minutes, 15 minutes. In final tanks, the sludge is given two hours to settle.



Sludge is piped directly from storage tanks (No. 4) to this ship which dumps it at sea. The three sludge boats each have a capacity of 410,000 gallons of liquid sludge.



At a state ball in Warsaw, in 1807, Napoleon (Charles Boyer) tries to further a casual acquaintance with Countess Marie Walewska (Greta Garbo). As they lead the grand march the following conversation occurs:

Napoleon: "Will you come to me tomorrow, Countess?"
Marie: "No, Sire."

Napoleon: "You came to see me the other night."

Marie: "But not to be seen. That night I obeyed an impulse of hero worship."

Napoleon: "And you cannot follow such an impulse again?"

Marie: "Yes, Sire—from afar."

Napoleon (turning): "Stop the dance!"

Marie: "That does not become a conqueror, Sire."

Napoleon (coldly): "When you have conquered, Madame, you may instruct me."

Marie: "I should not presume to instruct you, Sire. I am a country girl. This is my first visit to Warsaw."

Napoleon: "Mine too. What a charming coincidence. We shall compare our impressions tomorrow. I shall send Duroc for you. He'll bring you to my quarters."

Marie (flaring): "I have a husband, Sire!"

Napoleon: "He is four times your age."

Marie: "His years have made him wise and gentle. He has his dignity, he has his honored name. He has his pride—so have I, Sire."

Napoleon (scornfully): "Ah, so that is what you have in common—your pride!"

Marie: "Sire, you have destroyed a god."

Napoleon: "The age of gods is past."

Marie (sadly): "I thought that you had recreated it."

MOVIE OF THE WEEK:

Conquest



Conquest is the most expensive movie since *Hell's Angels* (1930) and the fourth most expensive in the cinema's history. It cost nearly \$3,000,000, a staggering sum when you consider that, unlike *Hell's Angels* and *Ben Hur*, which cost \$4,000,000 apiece, it contains no real spectacle scenes. Metro-Goldwyn-Mayer's money was lavished on two expensive stars (Greta Garbo and Charles Boyer), a few big scenes, a twelve-month production schedule and settings of a magnificence uncommon even to the screen.

Conquest is the story of Napoleon and the woman whom history says was his only true love, Countess Marie Walewska of Poland. In recreating the romance of this lady (portrait at left, above), the authors have used their imaginations freely but claim to have respected the spirit of history. *Conquest* is a good picture. If it falls short of being one of the few great pictures, it is because of a certain sluggishness in the narrative and not through any lack of dramatic fire in its two chief characters. Charles Boyer is probably the only film actor who could make Napoleon live convincingly and Greta Garbo the only actress who could keep him from stealing the show. (For pictures of Miss Garbo's past and present, see page 81.)



Napoleon's shadow falls over Europe. The master of half the Continent paces back and forth in his office at Warsaw (see picture below), dictating orders to his generals.



Countess Walewska trades her honor for a half-promise (later kept) of her country's freedom. Charles Boyer's Na-

poleon is true to the original. At first he is so absorbed in matters of state that he scarcely notices his black-

veiled visitor. Then he turns and reprimands her for wasting Napoleon's time by making him woo her a full week.

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Napoleon's Love Affair (continued)

The historic love affair of Napoleon and Marie Walewska, as elaborated in *Conquest*, begins in 1807 when the conqueror visits Poland. Attracted by the young and beautiful Countess at a state ball, Napoleon woos her with imperious haste. Marie, in the patriotic hope of gaining his favor for Poland's independence, reluctantly accepts his attentions. At first she is repelled by his manner but after he tells her of his dream for a united, free and democratic Europe, she willingly becomes his mistress. For two years Marie is happy until Napoleon leaves on his Austrian campaign. When she sees him again in Vienna, he has lost his love both for her and for his old ideals. While Napoleon marries the Habsburg Princess, Marie Louise, Countess Walewska returns to Poland to bear his natural child (the Count Colonna Walewski who was later to become a famous French Ambassador to England). Five years later comes Waterloo. Marie Walewska takes her son to Plymouth, England, to bid good-bye to the bitterly disappointed and penitent man whom he knows only as Emperor.



1 Countess Marie Walewska meets Napoleon's first advances with chilly suspicion.



2 Her love kindled by the Emperor's magnificent dreams, she becomes his mistress. Bringing his shaving water, she finds him gossiping with his valet.



3 When Marie holds out his bathrobe the Emperor Napoleon puts it on backwards and hugs her.



4 Napoleon is an inconstant but ardent lover even during breakfast. This scene takes place before his departure on the successful Austrian campaign.



5 When they are reunited in Vienna in 1809, Marie finds Napoleon hardened, leaves him.



6 The result of the love affair is a son, born on May 4, 1810 and christened (above) Alexandre Florian Joseph Colonna Walewski.



7 After Waterloo, Marie takes little Alexandre to say good-bye to his father before Napoleon leaves for permanent exile at St. Helena.



8 In a last short embrace, Marie Walewska bids farewell to her defeated Emperor.



The retreat from Moscow was the turning point in Napoleon's career. In June, 1812, he had marched against Russia with the greatest army ever seen. In December the forlorn remnants struggled back through the snows. At right (above) the Emperor stands brooding.



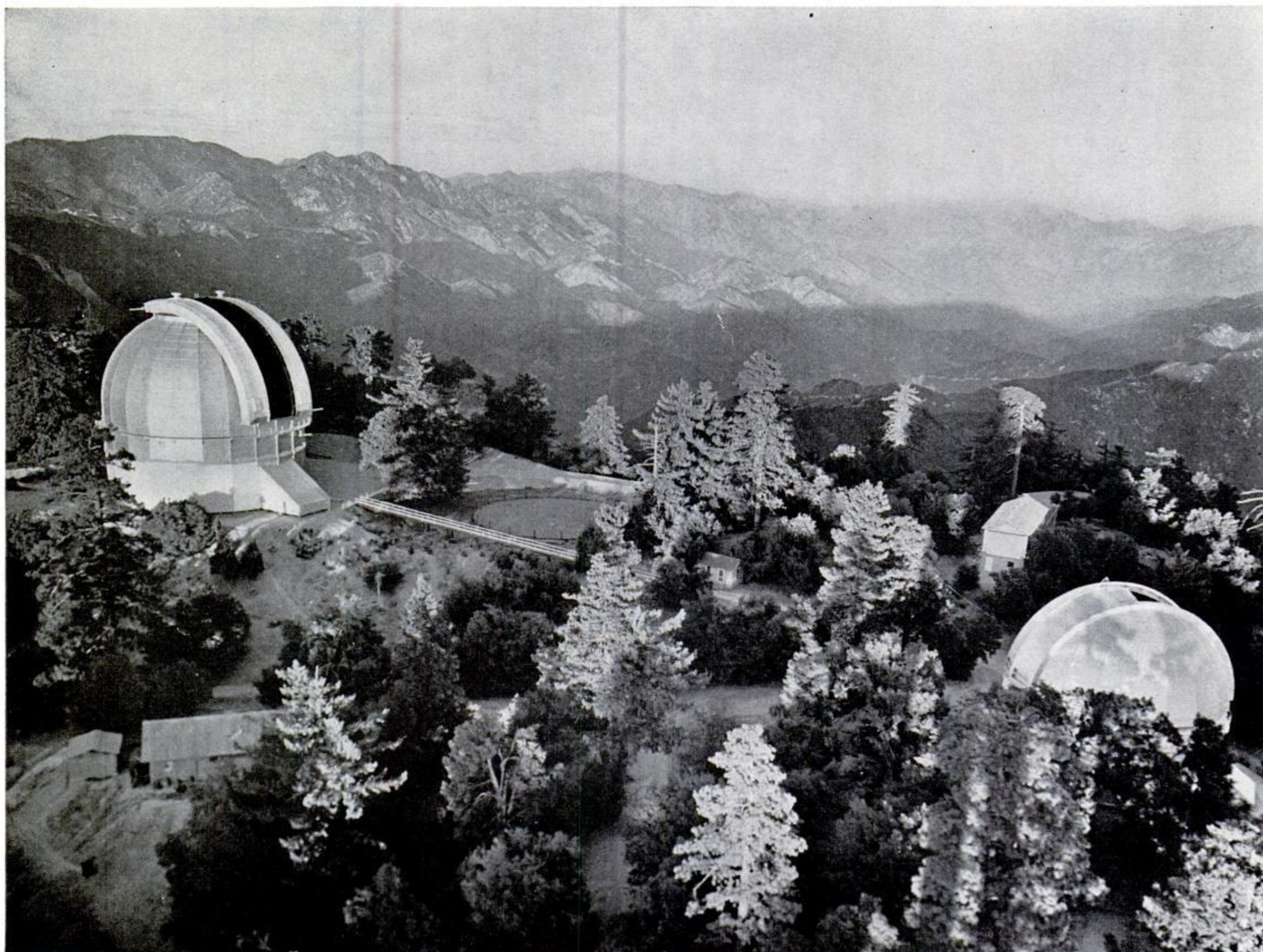
Planning the return from Elba, Napoleon lays out a campaign to reconquer his Empire. Around him are officers who followed him into exile. On March 1, 1815, Napoleon landed in France and began his triumphant "Hundred Days." On June 18, he was defeated at Waterloo.



On a waterfront at Elba, the exiled Emperor stands in his army greatcoat, staring out at a ship anchored in the harbor and a small boat (see picture at right) putting in to shore. The unaccustomed idleness of exile has added several inches to the conqueror's waistline.

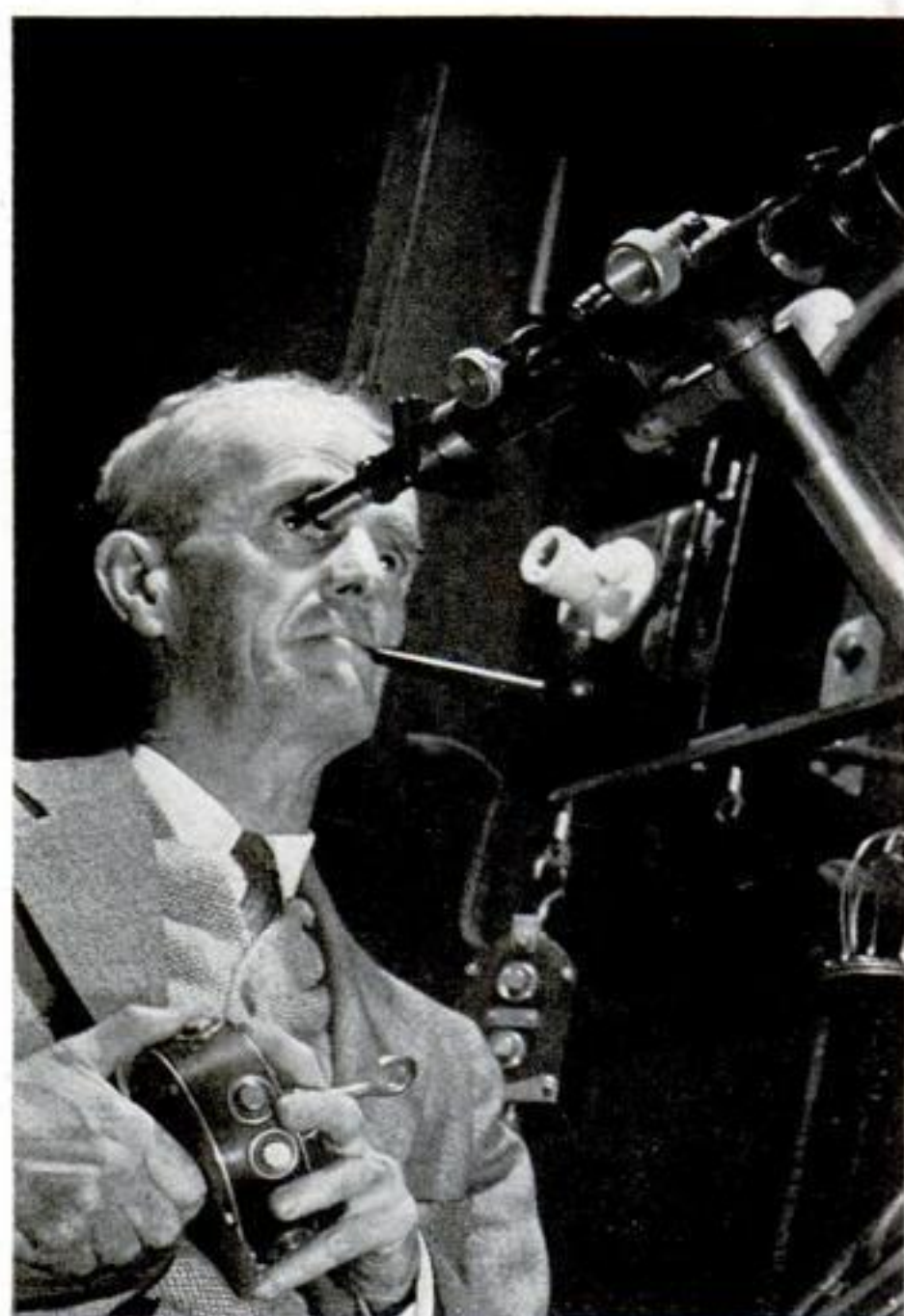


Napoleon's visitors turn out to be not his Empress and his legitimate son, but Countess Walewska and his illegitimate son, Alexandre. Marie tells him that Europe is tired of war but she cannot dissuade him from making the disastrous attempt to regain his Empire.



IN THE BULGING SILVERY DOME (AT LEFT) IS THE 100-INCH MT. WILSON TELESCOPE. CUPOLA (AT RIGHT) HOUSES THE 60-INCH TELESCOPE

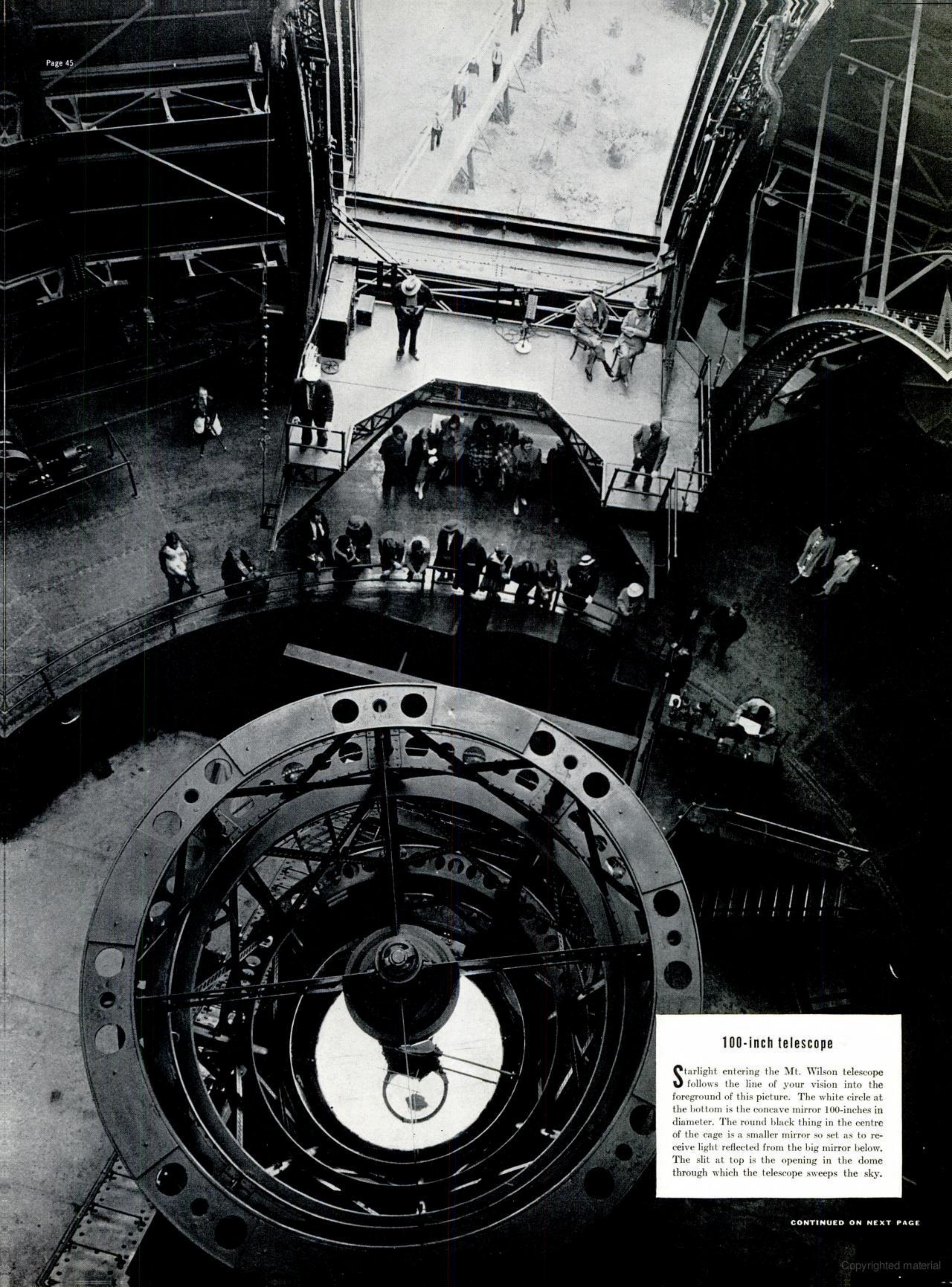
CARNEGIE INSTITUTION'S MT. WILSON OBSERVATORY MAKES ASTRONOMICAL HISTORY



On top of Mt. Wilson, 70 miles east of Los Angeles, works a group of patient men who think in terms of decades and whose calculations are made in terms of millions of light years. They are the astronomers in charge of the 100-inch telescope which in the last 20 years has gradually rolled back the frontiers of the universe. Night after night and for hours on end they sit, like Edwin Powell Hubble (*right*), taking photographs of distant stars. To them, the earth is an infinitely small cog in an immense clock. Hence they live in an atmosphere pleasantly devoid of the petty realities of life.

Mt. Wilson Observatory is one of the major research departments of the Carnegie Institution of Washington. Rich in equipment, it is the international mecca of astronomers. Visiting scientists and the regular staff headed by Dr. Walter S. Adams (*left*) are in part responsible for bringing some order out of varied theories concerning the structure of the universe. They have charted the skies to a distance of 500,000,000 light years, measured size, distance and temperature of stars and the inconceivably tenuous density of space. Their work has given substantial backing to Einstein's theory of relativity and to the hypothesis of the expanding universe.

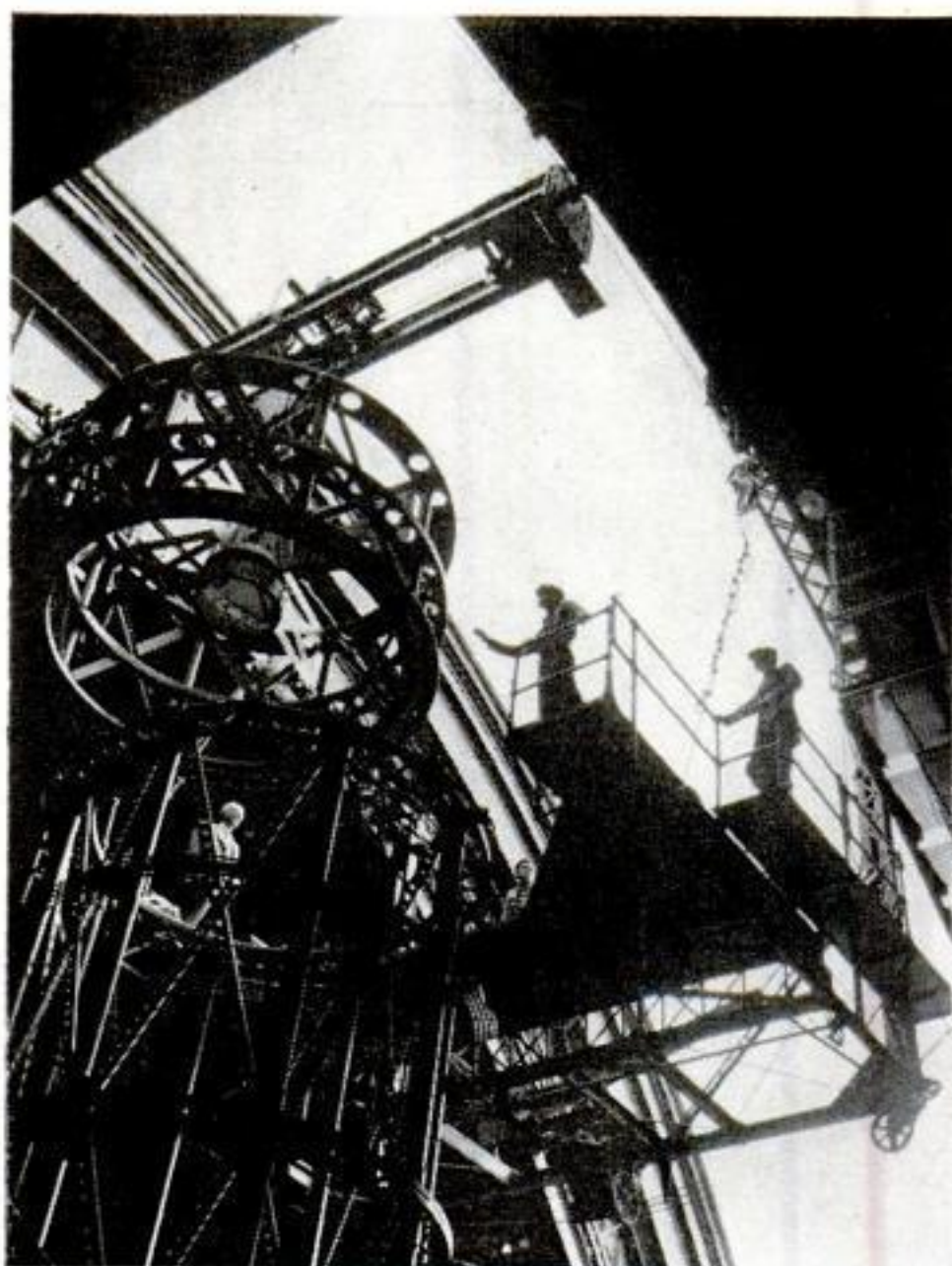




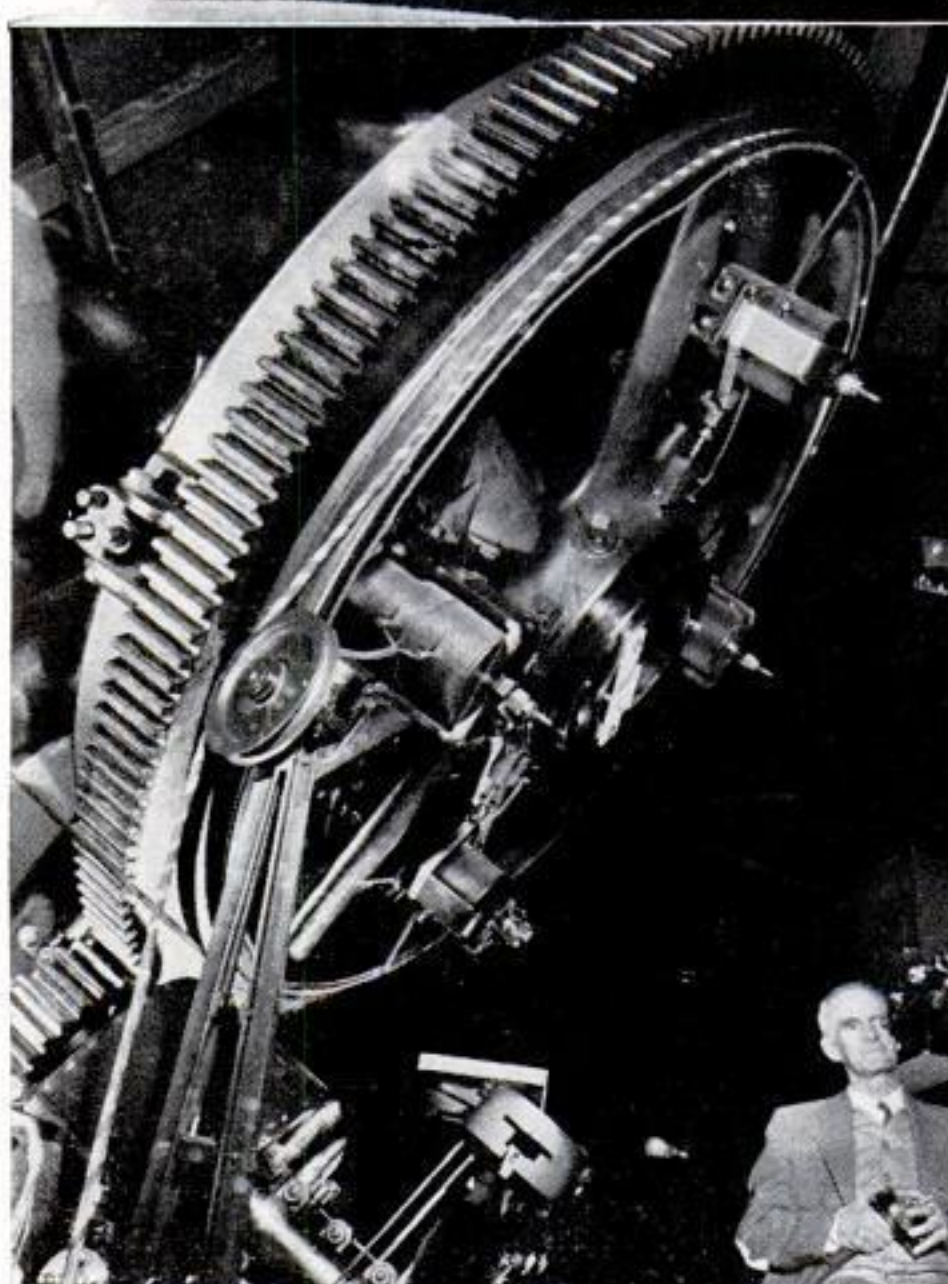
100-inch telescope

Starlight entering the Mt. Wilson telescope follows the line of your vision into the foreground of this picture. The white circle at the bottom is the concave mirror 100-inches in diameter. The round black thing in the centre of the cage is a smaller mirror so set as to receive light reflected from the big mirror below. The slit at top is the opening in the dome through which the telescope sweeps the sky.

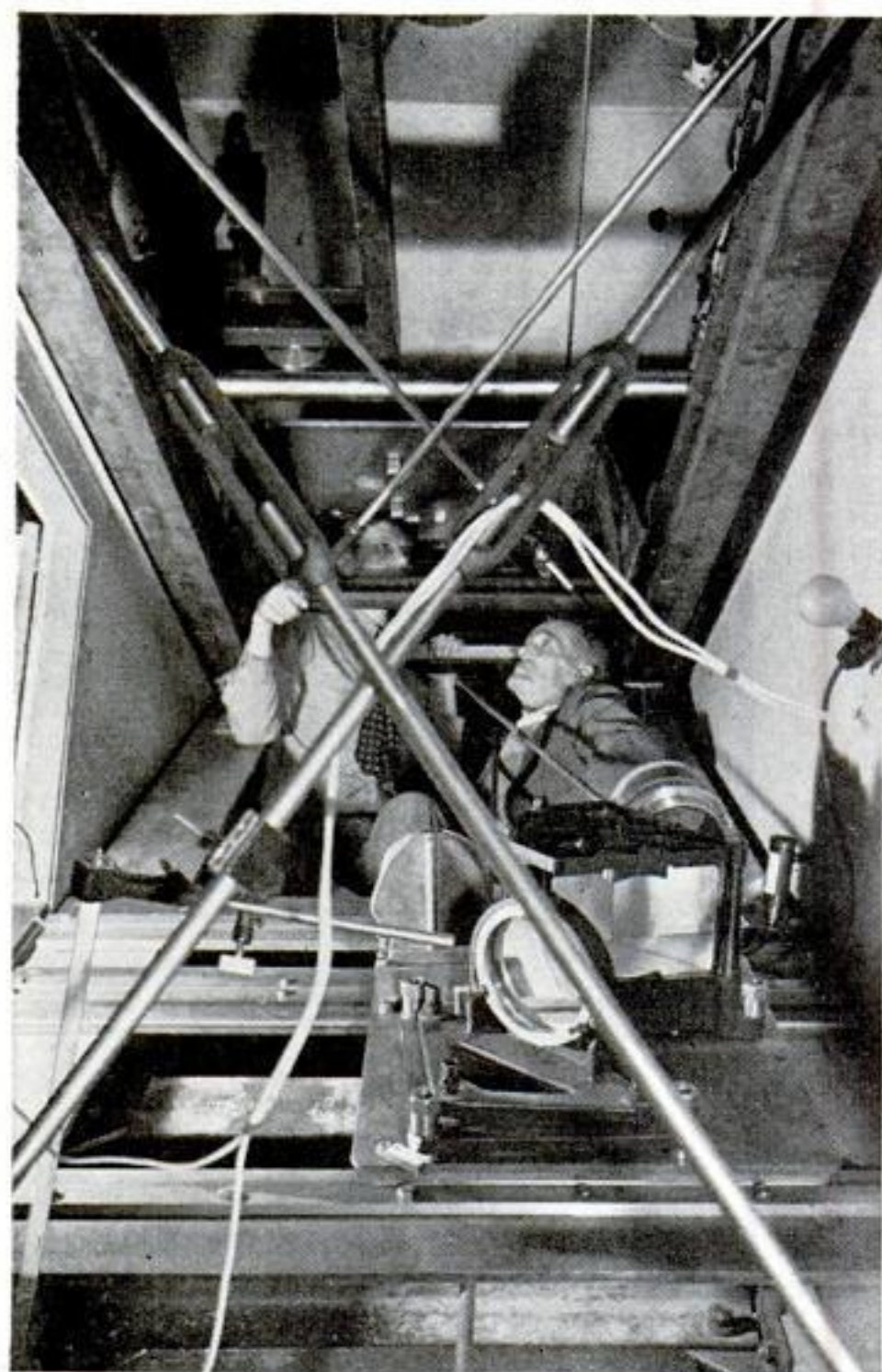
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Small mirror set in a cage of steel framework is being swung into position at upper end of the 100-inch telescope.



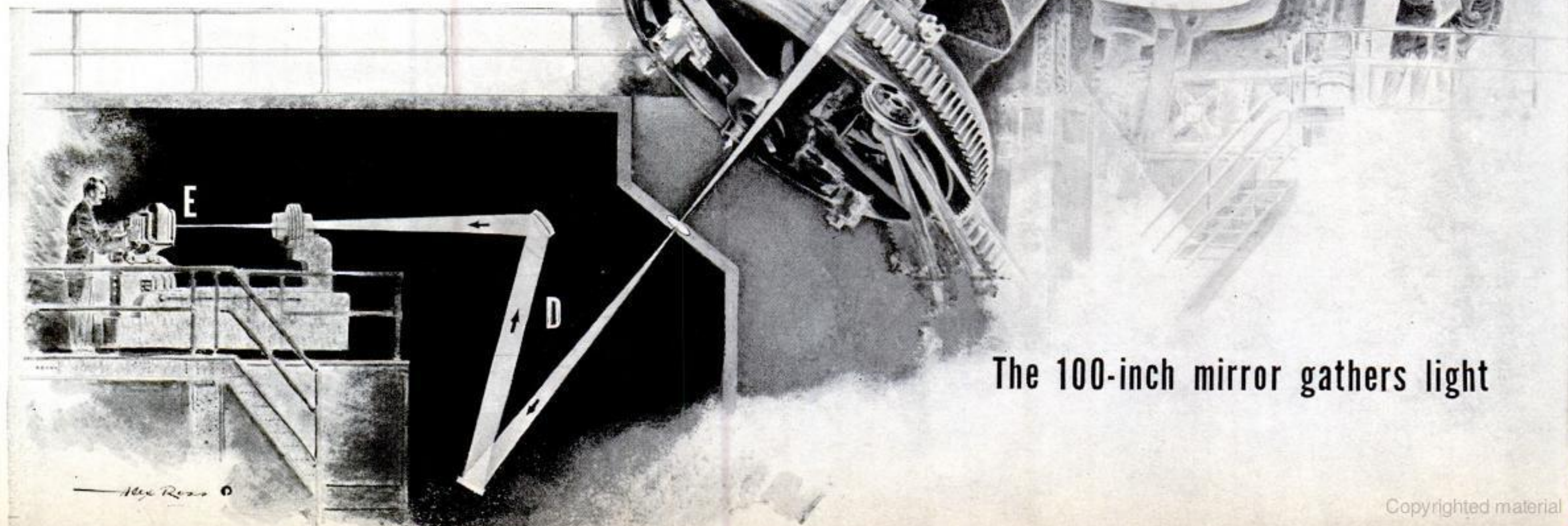
Cog wheel moves 100-ton telescope into line with a star. Another one compensates for the rotation of the earth.



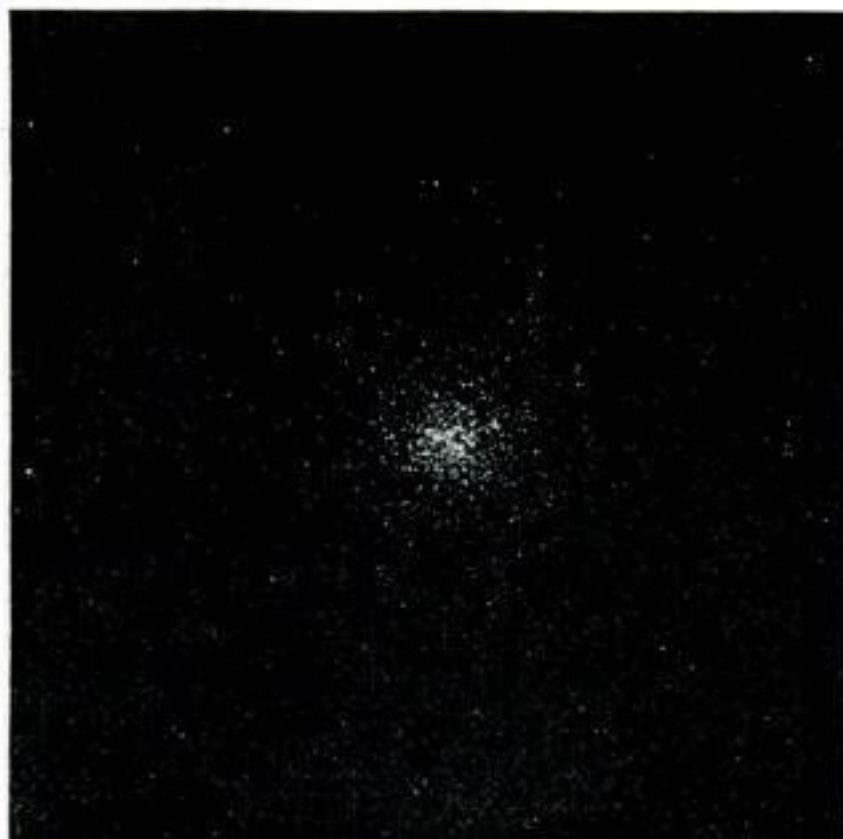
Spectroscopy room is where light from celestial bodies is broken up into color bands by an extremely fine grating.

The Mt. Wilson telescope, seen at right in diagram, does not use a lens to refract light but a 100-inch concave mirror which serves as a light gatherer. Depending on the purpose to which the telescope is put, the astronomers use different systems of mirrors. Here you see it set up for maximum magnification.

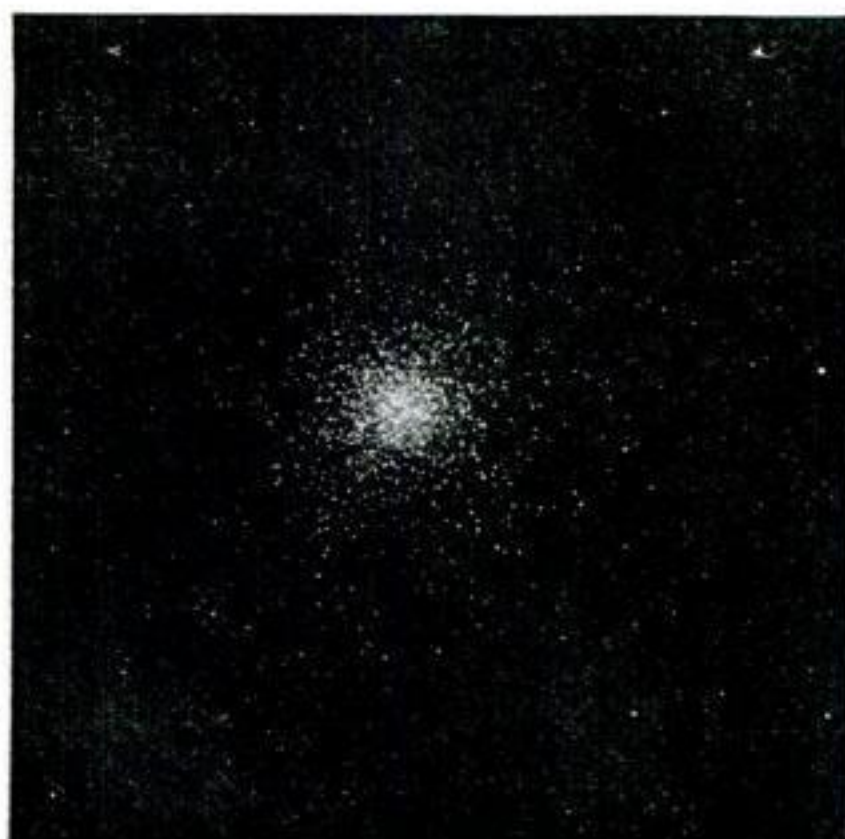
Light coming from the far distant stars shoots down in parallel rays onto the concave 100-inch mirror (A), which shoots them back in converging lines against a smaller convex mirror (B) at top. This in turn reflects the rays onto the flat mirror (C) placed at an angle in the centre of the tube. Thence, they are directed into the spectroscopic chamber (D) on the lower floor and are finally reproduced in photographic form by the camera (E).



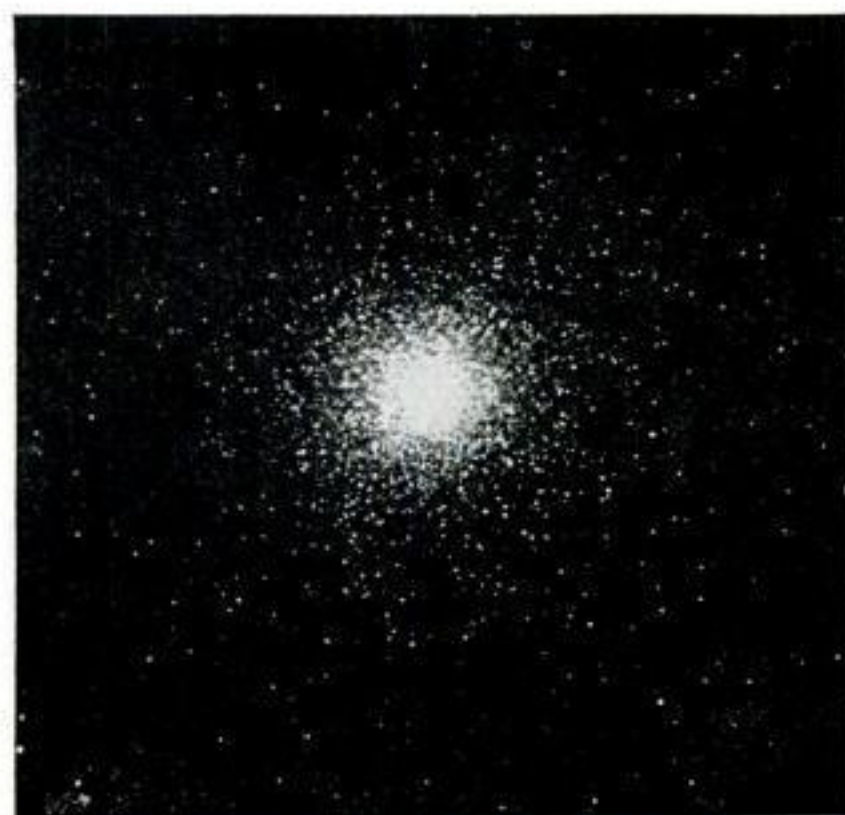
The 100-inch mirror gathers light



After 6 minutes exposure a globular star cluster in Hercules looks like this in Mt. Wilson photograph.



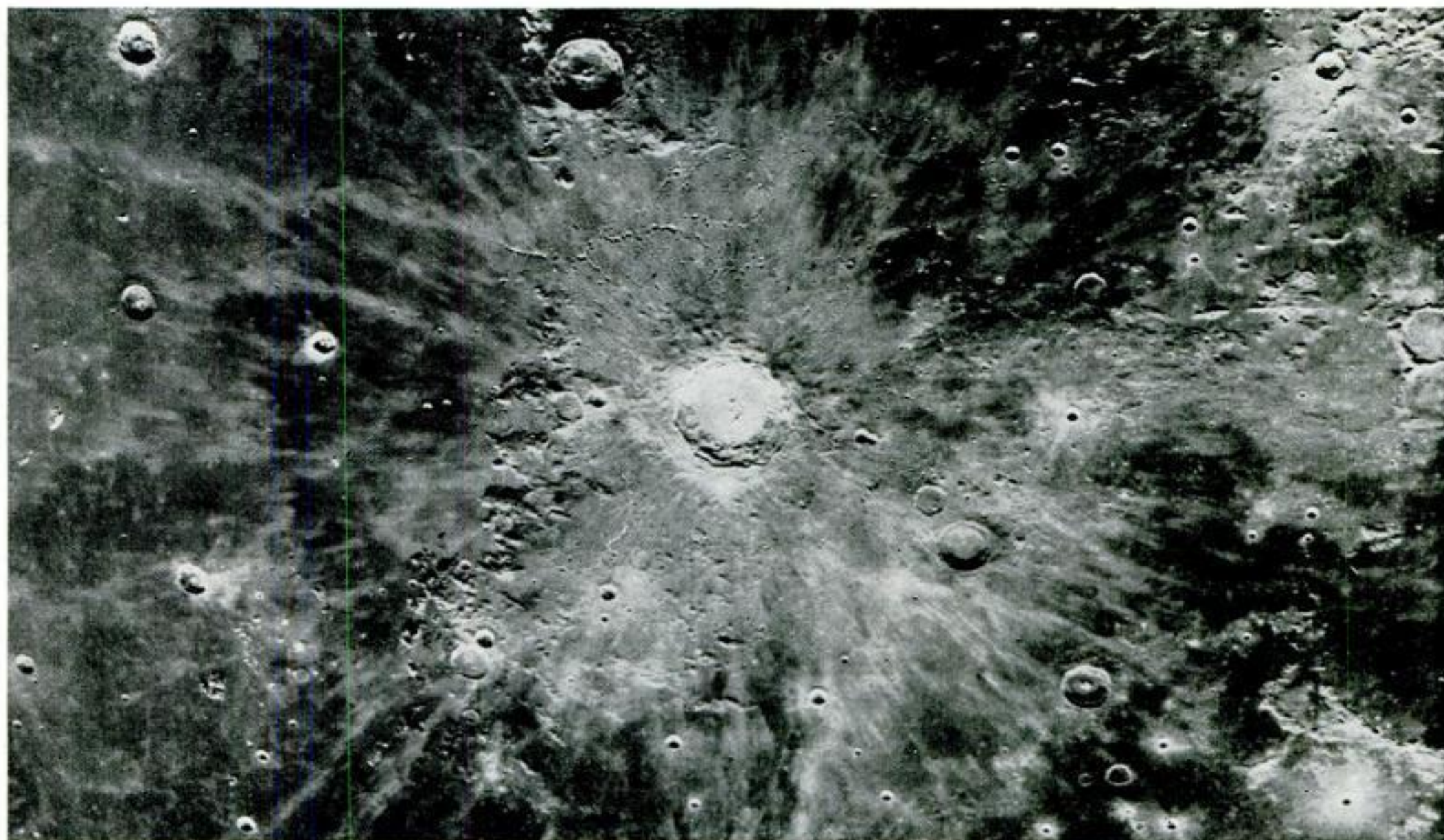
After 15 minutes mirror has collected more light, makes the same cluster look larger and brighter.



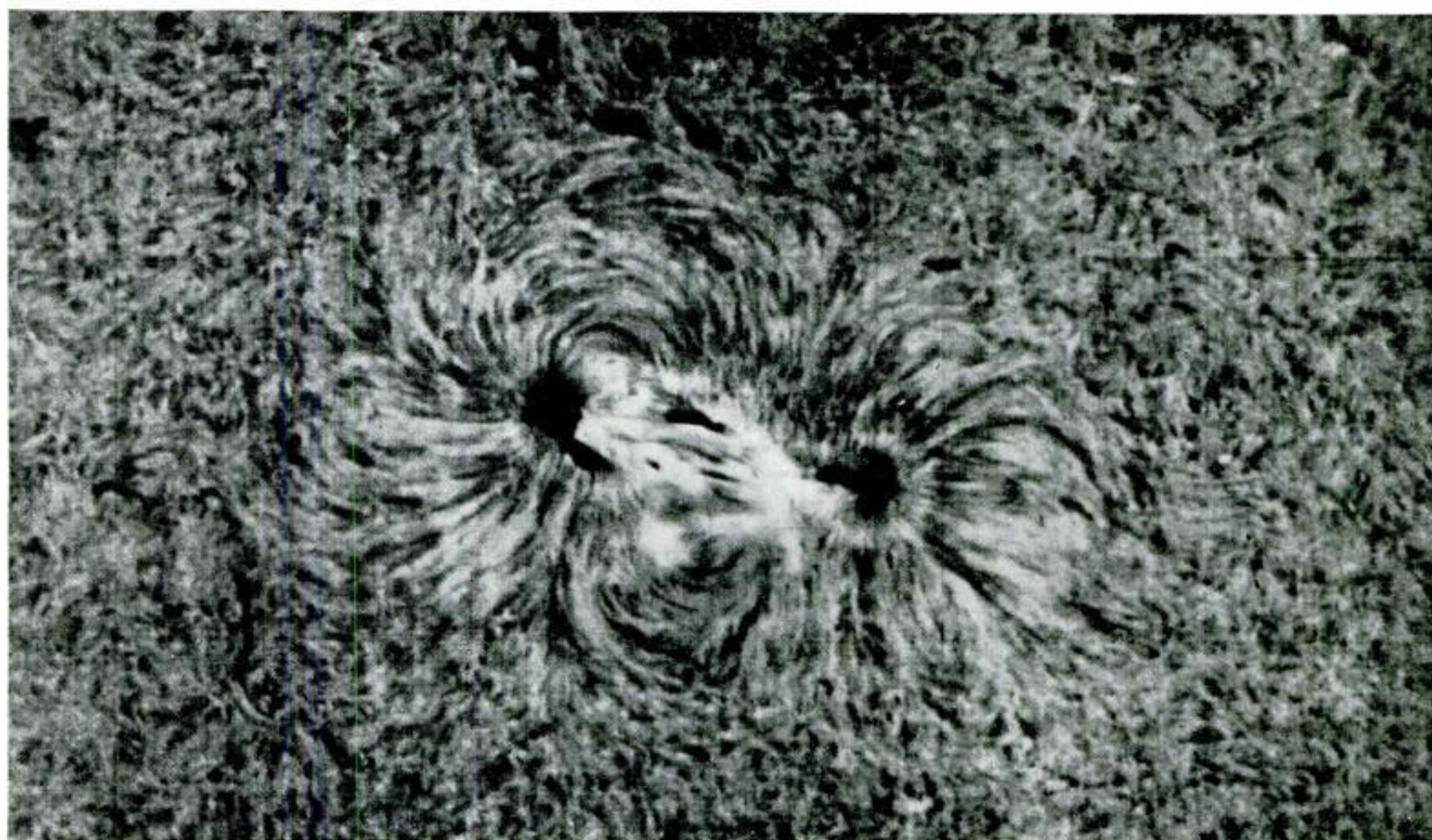
After 37½ minutes stars two magnitudes fainter are photographed, others outside cluster are visible.



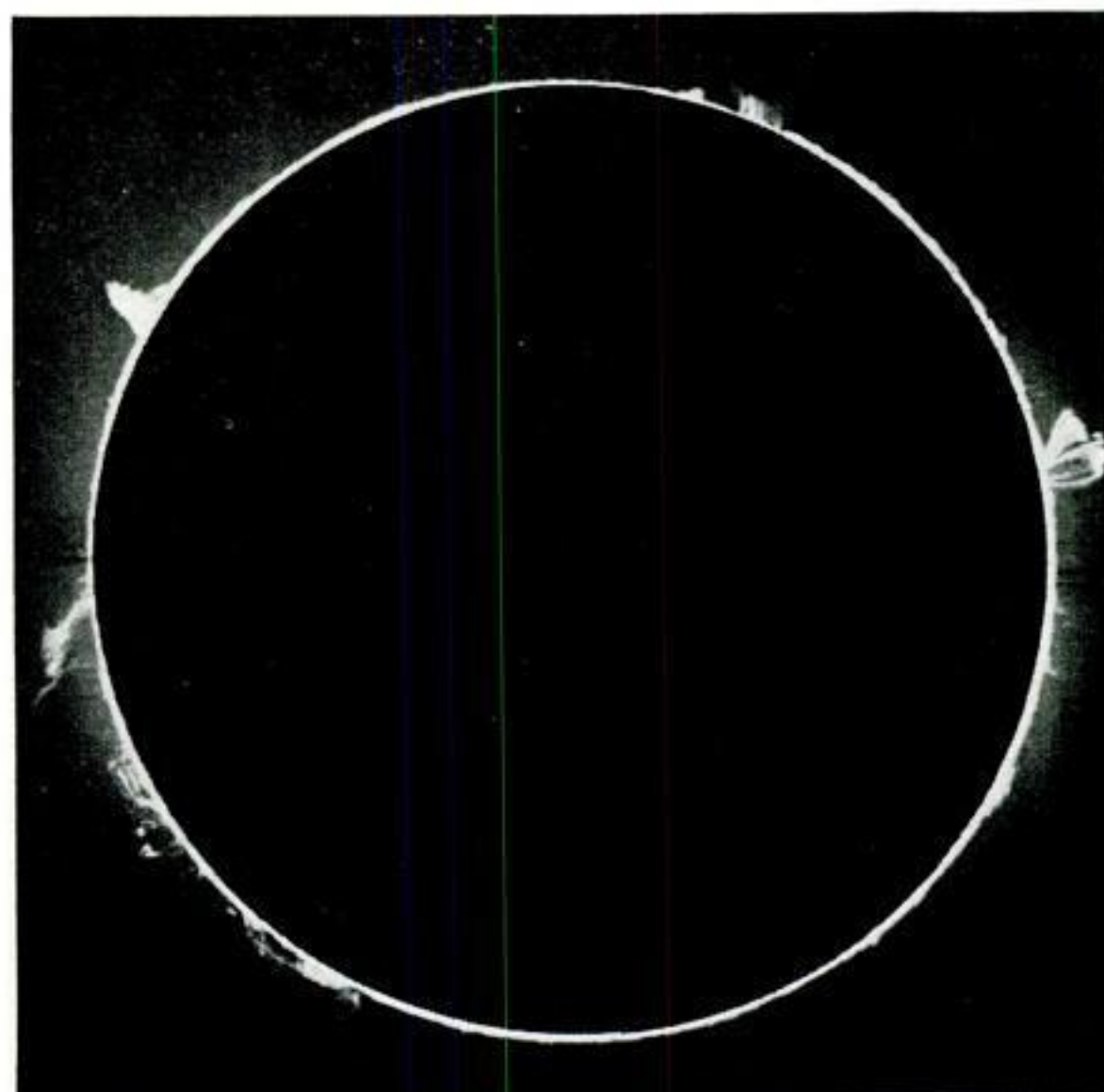
After 94 minutes exposure the same cluster is a ball of light surrounded by many thousand stars.



THIS MT. WILSON PHOTOGRAPH SHOWS CRATERS ON THE MOON. BIGGEST IS 54 MILES ACROSS



WHIRLPOOL CLOUDS OF HYDROGEN ARE DRAWN INTO THESE TWO SUN SPOTS



Artificial eclipse of the sun is produced and photographed at Mt. Wilson with a spectroheliograph, shows peripheral flamelike prominences.

Telescope camera maps the sky Sun spots affect earth

Contrary to popular belief astronomers do not pass their nights gazing at stars through telescopes. Instead, they use cameras and very sensitive plates. Because photographic exposure can last several hours, the plate receives the cumulative effect of starlight, shows far more than is seen with the eye. The strip of pictures at left tells how stars become visible to camera after long exposure.

The activities of the sun are a matter of life and death to humanity. Sun spots have been blamed for practically everything that has happened on earth including economic depressions and vagaries of weather. Mt. Wilson astronomers have found that these spots are centers of powerful magnetic fields which cause the aurora borealis and whose intense eruptions affect radio broadcasts, interfere with telephone and telegraph communications.

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ARE THESE NEBULAE PART OF EXPANDING UNIVERSE?

A main job at Mt. Wilson Observatory during the past decade has been to find out just how far our universe extends into space and how stars, clusters and nebulae (star systems) are distributed. To date the Observatory, because it has the most powerful telescope in the world, has been able to chart a sphere about one billion light years in diameter. In this sphere are galaxies similar to the Milky Way of which we are a minute part. The latter is an agglomerate of some 50 billion stars in the shape of a giant rotating grindstone. Within it, apart from stars, are diffuse nebular clouds, large clouds of dust, some dark (1, 4), some shining in the reflected light of nearby stars (1, 2, 7).

Far-flung throughout space beyond our own Milky Way system are the extragalactic nebulae, formerly thought to be great masses of luminous matter, which the telescope has now resolved into star systems. Using the spectroscope with the 100-inch mirror, astronomers found that these nebulae appeared to be receding at terrific speed and hence that the universe seems to be expanding.

On these pages you see some of the most spectacular cosmic photographs taken at Mt. Wilson. Dark Bay (1) is an immense black cloud of gas creeping across the sky and blotting out all stars behind it. (Those visible in front of this cloudy curtain are hundreds of light years away.) The great nebula (2) in Orion is the only diffuse nebula visible to the naked eye. In constellation of Coma Berenice (3) is a disc-like nebula seen from the side. The S-shaped dark nebula (4) is a gaseous cloud in the constellation of Ophiuchus. Spiral nebulae like (5) in Cepheus are young star systems which finally evolve into spherical agglomerations. Great spiral in Ursa Major (6) is partially resolved into stars. Cygnus nebula (7) looks like a flash of lightning.

At right is a painting of the Milky Way. This canvas and those on following pages were painted by D. Owen Stephens, artist member of Hayden Planetarium-Grace Expedition in Peru during the June 8 eclipse. The artist died on the return trip.



WHIRLING CLOUDS OF THE SOUTHERN MILKY WAY RISE OVER THE ANDES. AT CENTRE TOP IS THE BRILLIANT CONSTELLATION OF SAGITTARIUS



Sparkling solitaire of light shines on the top of the sun a few seconds before totality. It is followed by the "Diamond Ring," a circular row of lights visible through valleys on the periphery of the moon. The moon covers practically the entire apparent surface of the sun.



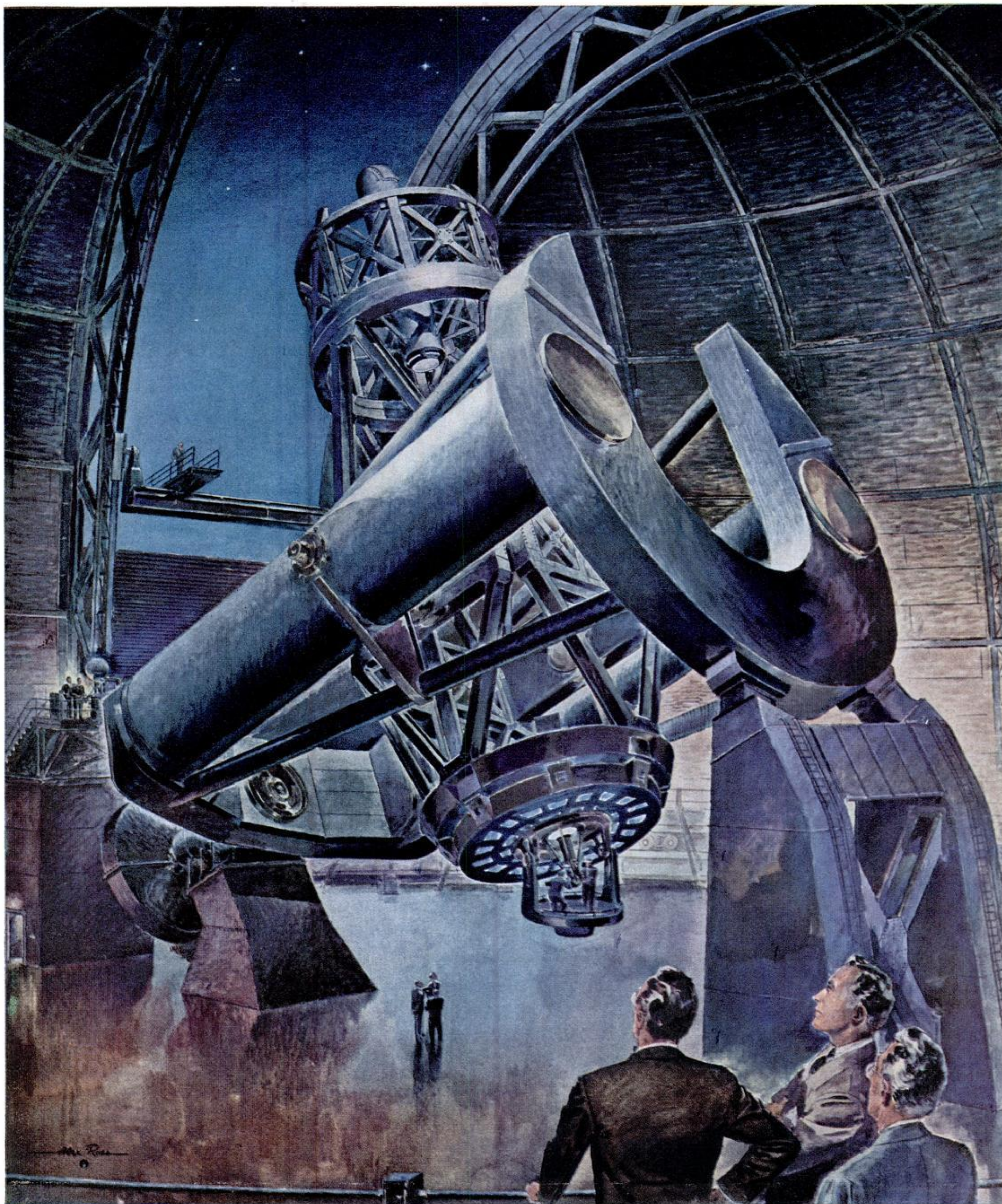
This magnificent sunset followed the totality of the eclipse, cast blankets of blue, green, purple and yellow light on both the sky and the mountains. The moon still masks the top of the sun leaving a crescent which throws increasingly wide shadows over the earth.



ZODIACAL LIGHT SHOOTS UP FROM HORIZON. THESE CONES OF LIGHT ARE SEEN INFREQUENTLY, RESULT FROM REFLECTION OF SUNLIGHT ON METEORS



THE MOON SWALLOWS THE SUN DURING TOTALITY. STREAMERS FROM THE SUN'S PEARLY CORONA FLASH FORTH 1,500,000 MILES INTO SPACE



IN THE YEAR 1940

A new universe will greet astronomers when the 200-inch telescope is put into operation in 1940. This fantastic eye will see twice as far as is possible today, will peer at stars one billion light years distant. (A light year is about 6,000,000,000,000 miles).

It will increase the observable volume of space eight times, will bring the moon apparently within 25 miles of earth. Thus we may know whether or not our Universe is expanding at terrific speed. By studying the degeneration of stars—events which take millions of years to reach us—we may forecast the future of our solar system.

Above, you see an artist's conception of this

greatest and most precise of scientific instruments, which will be housed in a bulging dome on top of Mt. Palomar, 90 miles from Los Angeles. The 60-foot long framework encasing the telescope hangs from a ponderous yoke. Focusing platforms are at both ends of the framework, while the main control board is on a platform not visible in this picture. The 200-inch mirror lies at the bottom of the framework.



NOW UNDER CONSTRUCTION ON MT. PALOMAR, 25 MILES SOUTHEAST OF MT. WILSON, IS THIS DOME TO HOUSE CALIFORNIA INSTITUTE'S 200-INCH TELESCOPE

LIGHTS OF LOS ANGELES WILL NOT HINDER MT. PALOMAR ASTRONOMERS

One of the main objections to Mt. Wilson as an emplacement for a telescope is the glare of Los Angeles County lights. In 31 years that area's population has increased from 340,000 to 2,500,000. Below you see progressive photographs by Ferdinand Ellerman which show the growth of Los Angeles' lights from 1905 to 1929 (Mr. Ellerman stripped in his sky effects). When the California Institute of Technology planned the 200-inch telescope (*see left*) it chose Mt. Palomar because it is far away from this glare, had ideal atmospheric conditions.

No one knows whether the 200-inch mirror now being pol-

ished at Pasadena will enable man to reach the limits of the universe or solve the riddle of the expanding universe or discover signs of life on other planets.

Possibly the solution does not lie in increasing the size of the mirror but in applying the principles of television to telescopes. By use of the photoelectric cell it may soon be possible to pick up each beam of light, transform it into electricity, amplify it millions of times and project it on a screen. If the practical difficulties of this problem can be solved, man will be able to see hundreds of times further into space.





GIRDLE: 8-INCH ZIPPER



DRESS: 39-INCH ZIPPER



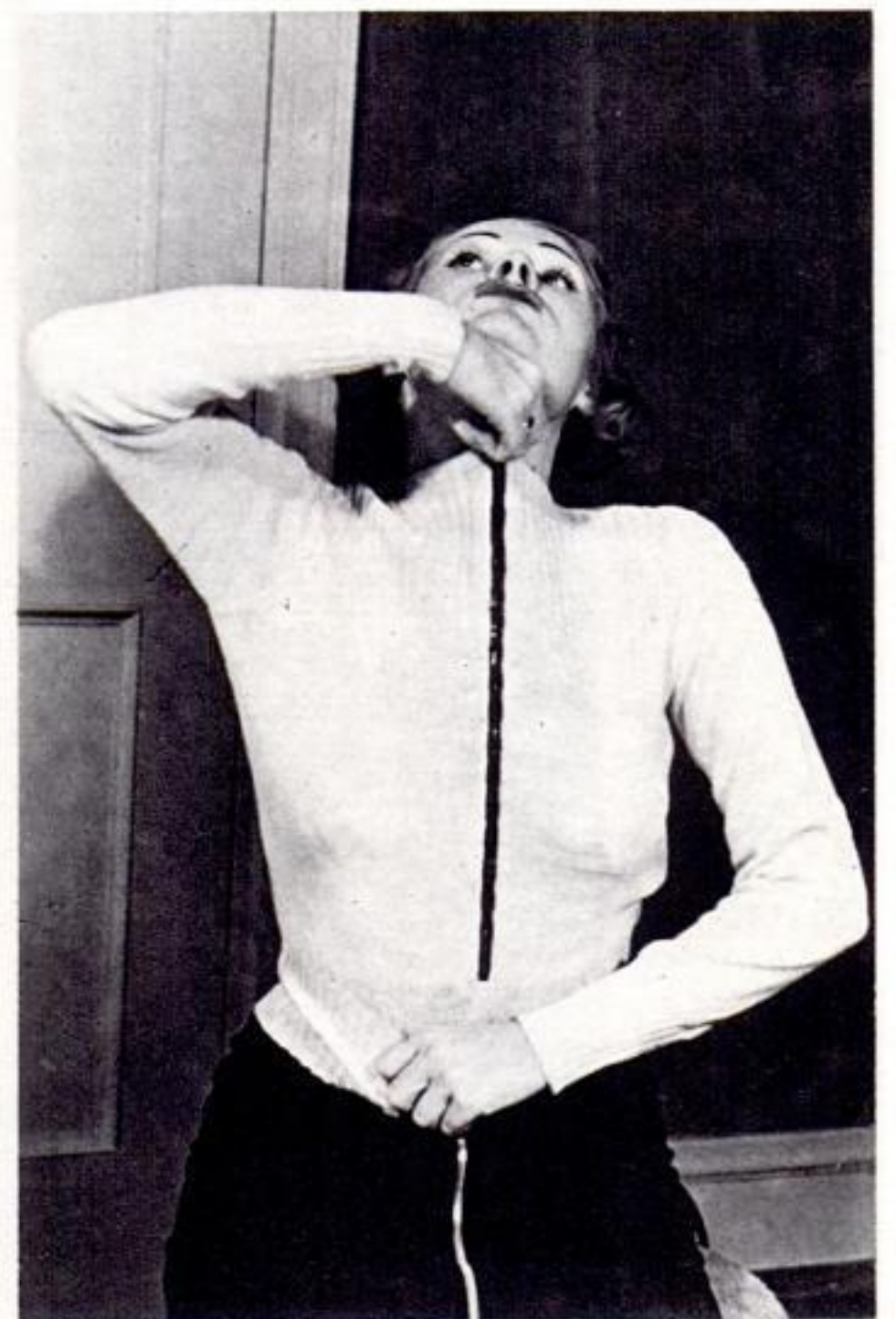
DRESS: ZIPPED 16 INCHES



SLIP: 7-INCH ZIPPER



DRESS: ALL ZIPPED UP



FINALE ON ZIPPING SPORTS SWEATER

NOW EVERYTHING'S ZIPPERS

Style demand outruns the supply

At the Paris Openings, in early August, Molyneux, the English captain who is now a leading French dressmaker, showed a winter coat which zipped from hem to neck (see page 56). The buyers and fashion reporters at the show were accustomed to zippers on underwear, sports clothes, house coats, but a full-length zipper on a dressy fox-trimmed coat was sensational. Overnight, the zipper which since 1913 had been an accepted functional gadget for smooth, secure closings, became important as a style element. Shrewd manufacturers in the garment centre of New York pestered their designers for inner and outer garments with zipper closings. Fashion writers, grateful for something different to ballyhoo, invented a new mumbo jumbo. "Pencil-slim," "molded silhouette," "poured-in look," became stock phrases. Behind them all was the suggestion that by the magic of the zipper, plumpish women could attain a svelte figure.

Trade was booming. All was well with the Seventh Avenue world until late August when buyers began yapping for deliveries. Promises were made and broken. The zipper supply had been exhausted. In Meadville, Pa., zipper centre of the U. S., Talon Inc., world's largest manufacturer of slide fasteners, was later and later on deliveries. Finally it purchased additional buildings and new machinery in an attempt to meet increased demand. The company denies any shortage in the 8-to-12-inch fasteners like those on garments at extreme left. The shortage has been for zippers like those on dress (left), the house coat (opposite).



House Coat with full-length zipper

Zippers everywhere (continued)



SHE'S ZIPPED FROM HEAD TO FOOT



Eleven zipper-fastened articles make up the outfit of the girl stepping out in the rain (at left). On page 54 she may be seen getting into three of them. In addition she has a zipper

pantie, shoes, raincoat, gloves, bag, cigaret case, snuggle-robe for football games, and hat. The hat which unwinds like an apple peel (above) and is easy to pack, costs around \$19.



Zippers for ballet costumes have been experimented with by some American troupes but have generally been discarded after one trial.

When zippers stick, as they sometimes do, it takes infinite patience to adjust them, therefore quick-change artists cannot risk using them.



THE MOLYNEUX ZIPPER COAT



Nancy White, New York socialite (at left), is wearing a Lord & Taylor copy (price \$299.50) of the Molyneux coat which started the vogue of full-length zippers on coats and dresses.

Football shoes now come equipped with zippers for those who prefer them to laces. Above, Halfback Fred Hall of the Waco, Texas, high-school team zips off his shoe to punt barefoot.

EXTRA SPECIAL SERVICE

... for a Lady

*Drive Your Store Prestige Right Up
to Her Door with*

THE *New* INTERNATIONALS

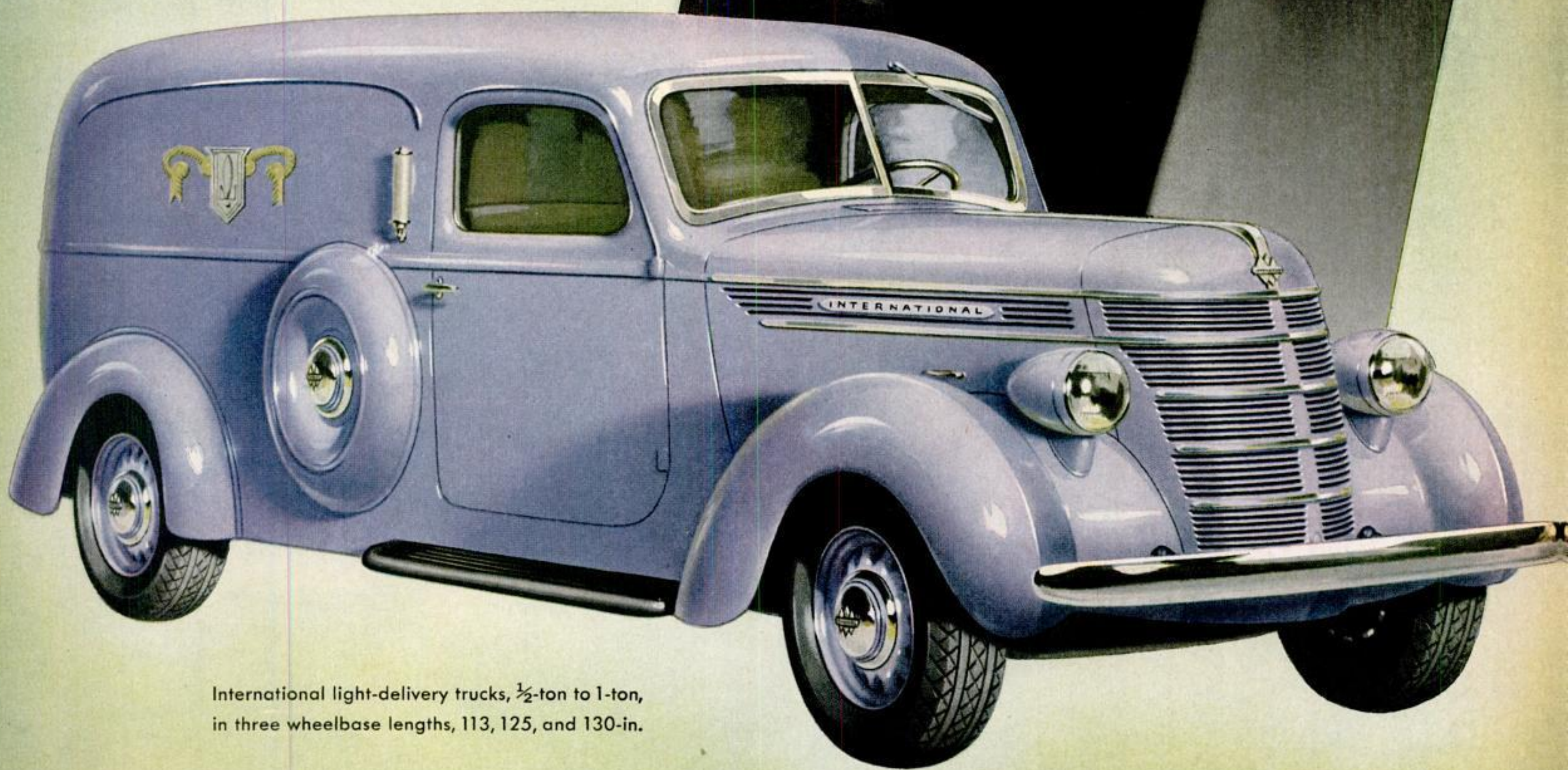
Women are quick to appreciate the *extras* in everything. It's the extra-smartness of your merchandise, your service, and your delivery that wins their approval and their patronage.

The new International Trucks offer the kind of eye-appeal that will create potential business in every neighborhood. Let these new trucks serve as traveling advertisements of your prestige and the prestige of the things you sell.

Every type of load—every kind of hauling—can be exactly suited by these new Internationals. For there is a full line, and there is far more than styling below the surface. Engineering improvements throughout the mechanical product are advancing the International reputation in the hands of thousands of new owners.

The distinctive new International Trucks range in size from the $\frac{1}{2}$ -ton to 1-ton light-delivery units up to powerful six-wheelers. See these trucks now at the nearest International branch or dealer showroom. The right chassis and the right body for every business.

INTERNATIONAL HARVESTER COMPANY
180 No. Michigan Ave. (INCORPORATED) Chicago, Illinois

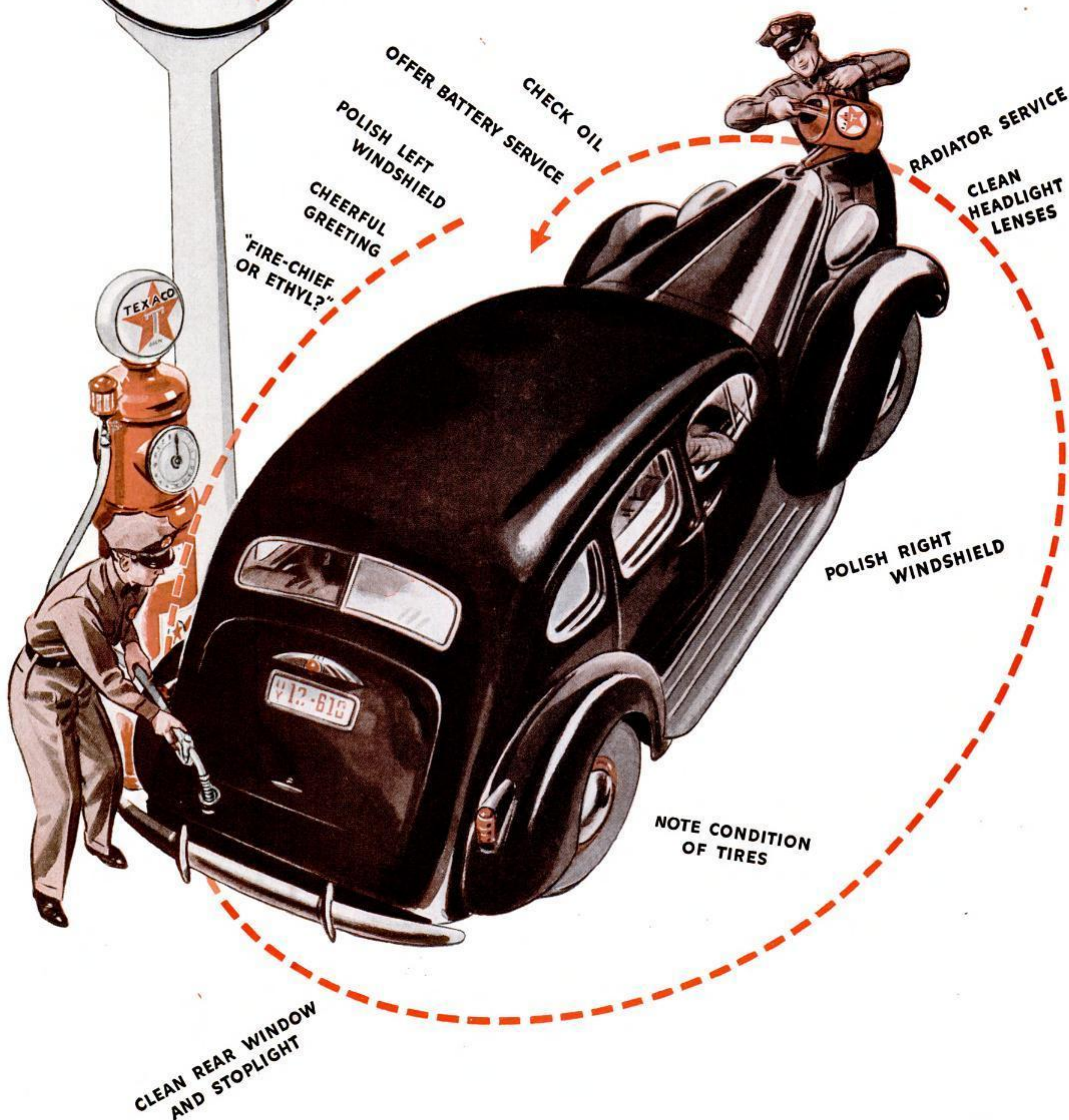


International light-delivery trucks, $\frac{1}{2}$ -ton to 1-ton,
in three wheelbase lengths, 113, 125, and 130-in.

INTERNATIONAL TRUCKS



We call it



Copyright 1937
by The Texas Company

"Circle Service"

We Dealers have studied servicing . . . *and organized it* . . . to give you thorough servicing in quick-time.

You want your windshield cleaned for safe-driving. You appreciate having someone inspect the condition of your tires. You like to know as you drive that your oil has been recently checked.

All these things, as well as water, headlights, rear window, etc., are systematically checked and cared for as needed by the "CIRCLE SERVICE" method . . . in one complete circling of your car with no time lost.

Thousands of Texaco Dealers all over America are pledging you this assurance of a car ready for the road.

Their Texaco Fire-Chief gasoline is the only gasoline made differently in each season to match the temperature conditions in 24 different U. S. climate areas. The result is: quick starting, *in less than 10 turns of the engine*, and a gasoline saving up to 30% on short trips.

Try a Texaco Dealer next time!

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company . . . makers of Fire-Chief Gasoline, New Texaco Motor Oil, Havoline, Marfak and more than 350 Industrial Lubricants. Texaco Dealers invite you to tune in Eddie Cantor in "Texaco Town." Every Wednesday Night, Columbia Network, 8:30 EST 7:30 CST 9:30 MST 8:30 PST



40 YEARS OF WEATHER WERE STUDIED so that Texaco Fire-Chief gasoline could be made to match the extremes of temperature in all four seasons in each of 24 climate zones in the United States. This means you get quicker starting and smoother firing wherever you do your driving.



AMERICA'S FARMERS HELP US MAKE OIL. Farm crops yield *Fur-fur-al*, the remarkable new oil-purifier. The New Texaco Motor Oil is completely cleansed of non-lubricating impurities by the *Fur-fur-al* process. It "Stays FULL Longer" in your crankcase. You'll like its greater economy.

"What's all this talk about a DRY whiskey?"



MORE AND MORE, you'll hear men who *know* liquor calling for a *dry* whiskey. A whiskey without even a trace of sweetness in its make-up. In other words, for Paul Jones.

No wonder! Such men have always preferred *dry* champagne, *dry* sherry, and *dry* cocktails. So it's only natural that they should favor a *dry* whiskey, too.

And Paul Jones is truly *dry*—gloriously rich and

mellow, yet utterly without sweetness. And it's **ALL** whiskey—whiskey every drop!

This quality of *dryness*, so highly prized by men of discriminating tastes, is one of the chief reasons why Paul Jones has been known as "A Gentleman's Whiskey" ever since its birth, back in 1865.

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Four Roses, Old Oscar Pepper brand and Mattingly & Moore—all 90 proof, all blends of straight whiskies—and that means **ALL** whiskey.

MOTHER CABRINI ON ROAD TO SAINTHOOD

The Pope hears of two American "Miracles"

The slow machinery for making a Roman Catholic saint began turning in earnest on Oct. 26 for Mother Frances Xavier Cabrini. Pope Pius XI and the Congregation of Rites, finding that Mother Cabrini had "exercised Christian virtue to an heroic degree," accorded her the title "Venerable."

Mother Cabrini was a holy Italian woman who founded the Missionary Sisters of the Sacred Heart and carried on her work in the U. S. She founded hospitals, schools and orphanages in New York, Chicago and a dozen other cities.

Mother Cabrini died in 1917 and within eight years two miracles were claimed for her. The first was that of Peter Smith, a baby born in The Bronx. Just after his birth a careless nurse, dabbing his eyes with silver nitrate, according to custom, used a 50% instead of a 1% solution. The nitrate burned the baby's eyes black, ate deep furrows in his cheeks and induced double pneumonia. After doctors had given up hope of saving the child, a nun touched him with a relic of Mother Cabrini. Within 72 hours, according to sworn witnesses, every trace of the burns and pneumonia had disappeared, leaving Peter Smith as sound as new.

Mother Cabrini's second miracle was worked on a Seattle nun. Sister Delfina Grazioli, apparently on her deathbed, saw a vision of Mother Cabrini and quickly recovered.

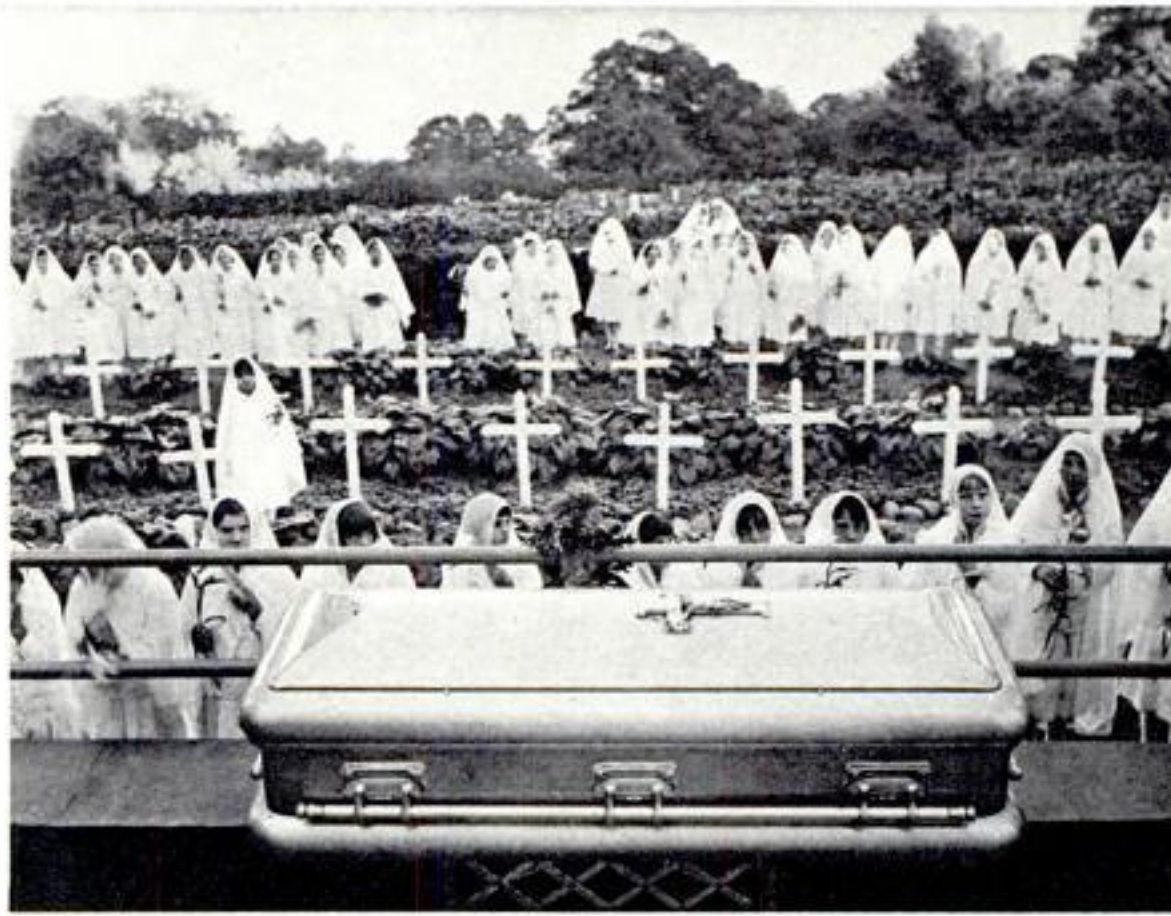
On the strength of these claimed miracles, Mother Cabrini's admirers put her forward for canonization. In 1933 her body was exhumed and a Vatican examiner reported that her features were well-preserved, a point in her favor. The same year an Apostolic Process in Chicago reviewed all the evidence of miracles. Pope Pius's action on Oct. 26, based on this evidence, started Mother Cabrini on a road which may, if other miracles are recognized, lead in 10, 20 or 50 years to beatification and finally canonization.



Mother Frances Xavier Cabrini appears in picture (above) in the black habit, black silk veil, silver crucifix and gold ring of her order, the Missionary Sisters of the Sacred Heart.



On her bier Mother Cabrini lay in state for ten days after her death. Observers said that her limbs remained flexible.



Her body was exhumed in 1933, from its grave at West Park, N. Y., where it had lain for 16 years. An examiner found the features "well-preserved."



She was re-buried beneath a marble slab in Mother Cabrini High School, N. Y. C.



Peter Smith, aged 2, was a well baby, saved from blindness by Mother Cabrini's miracle.



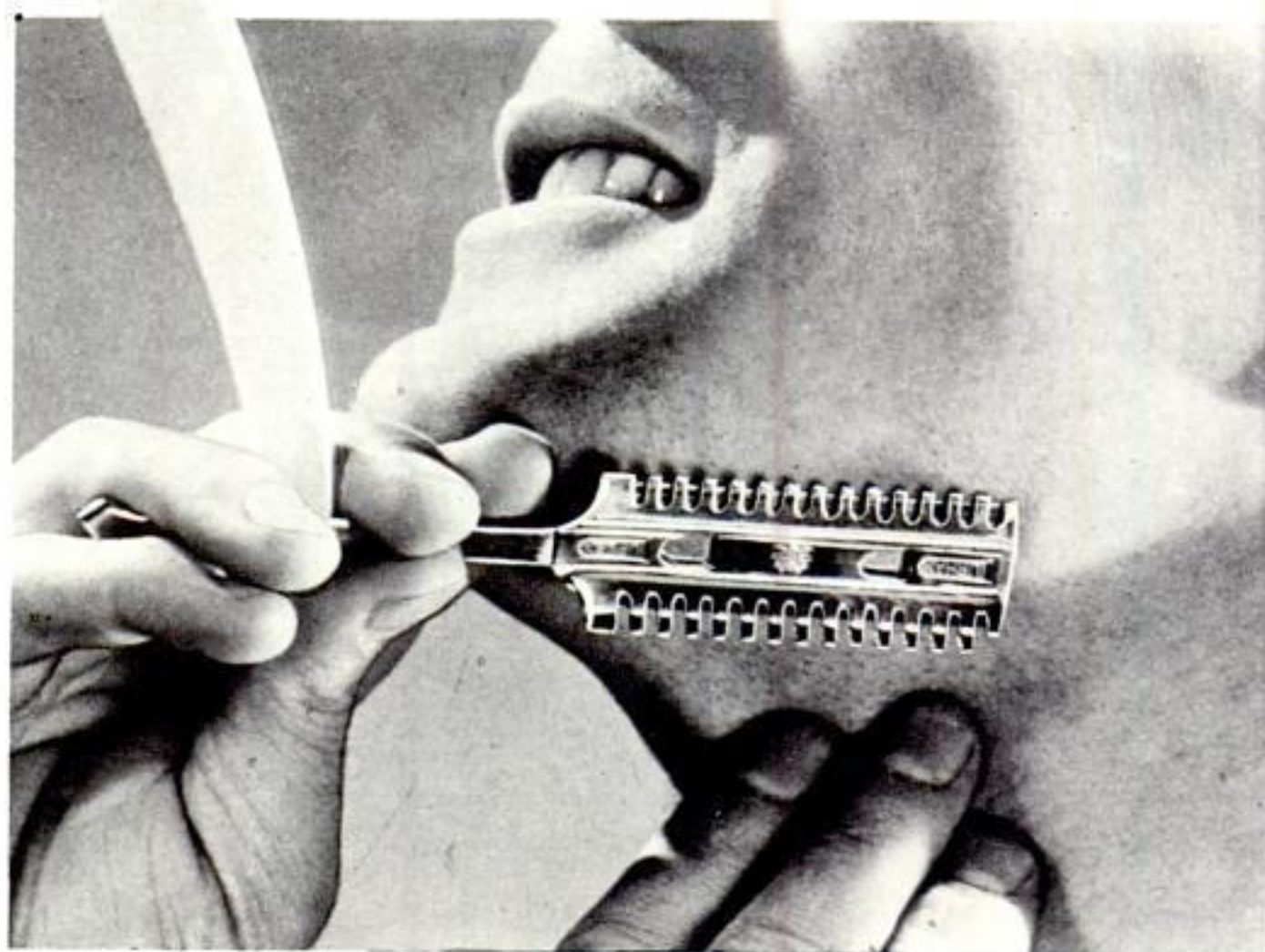
Peter Smith, aged 12, went to the Apostolic Process in Chicago as proof of the miracle.



Peter Smith, aged 16, wears glasses only to relieve the strain of long hours of studying. In gratitude for the miracle which restored his sight, he plans to become a priest.

CONTINUED ON NEXT PAGE

Get a Barber's shave with this barber-style razor



**Long, clean-cutting blade
protected for SAFETY—
yet gives closer shaves
without scraping**

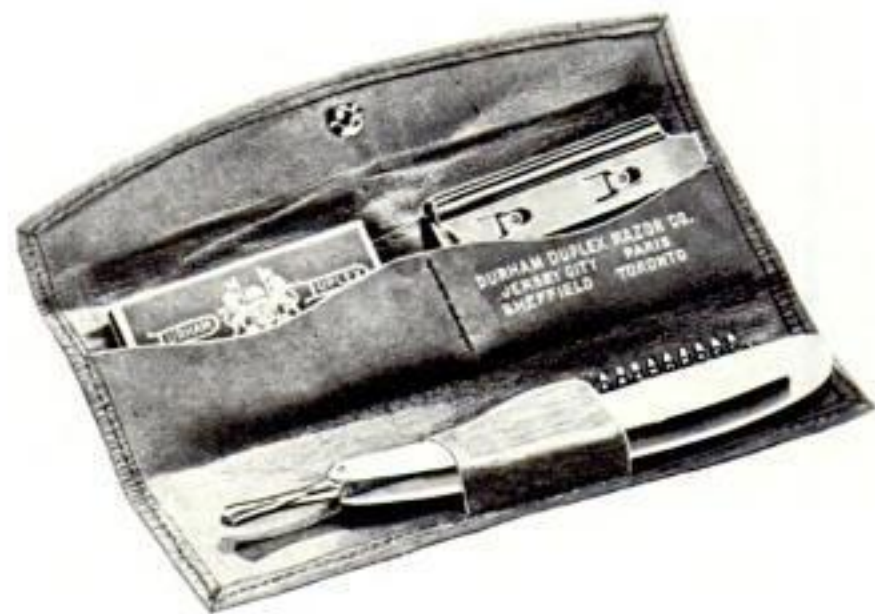
SINCE man first clipped his whiskers with clam shells—the most effective shaving instrument has been the barber's "straight-edge" razor.

Now you can get the very same kind of shave your barber gives you with a Durham Duplex Safety Razor.

Built and balanced like a "straight-edge"—the Durham's wide, heavy blade lies flat on your face. Swiftly and easily it passes over the curves of your face, clipping off each hair cleanly without irritation.

Every Durham Duplex Razor Blade is "hollow-ground." Absolutely safe, too! A positive guard gives perfect protection—yet enables blade to shave off your whiskers close to the skin line.

Get yourself a Durham Duplex Razor today. Once you've shaved with a Durham, you'll find it the most satisfactory razor you've ever handled. Gives you a smooth, luxury shave in half your usual shaving time!



**Complete Durham Duplex
Outfit:** Six "Hollow-ground"
Blades, special Stropping
Attachment, in red leather
traveling case . . . \$1. Ask
your dealer for this and
other Durham Duplex mod-
els. Durham Duplex Razor
Co., Jersey City, N. J. In
Canada: 50 Pearl Street,
Toronto, Ont.

Mother Cabrini on road to sainthood (continued)



The second miracle credited to Mother Cabrini was worked on Sister Delfina Grazioli (*above*), a nun in Seattle. Desperately ill, she had been given the last rites when Mother Cabrini appeared to her in a vision. Sister Delfina recovered.



Mother Cabrini founded a hospital in lower Manhattan in 1891. Caring chiefly for children of Italian immigrants, Columbus Hospital now has 300 beds and an extension in The Bronx. Mother Cabrini founded similar hospitals in Chicago and Seattle.



Mother Cabrini's tomb, in the chapel of the Mother Cabrini parochial high school in Manhattan, has already become a place of pilgrimage and prayer for many New York Catholics. If she becomes a saint, this will rank as a major U. S. shrine.



SOME NAMES ARE GUIDES...AND GUARDIANS

LIKE lights along the length of life are names we know . . . and trust. Once found . . . and known . . . they guide us on safe ways. And each generation points them out to the next, as part of a wiser plan of living.

For more than three generations, the medical profession . . . and pharmacists . . . have relied upon products from the Squibb Laboratories. And three generations of families have asked, when buying drug products, "Is it made by Squibb?"

This is so because every product from the Squibb Laboratories possesses a purity and excellence that only unremitting care and skill can give it.

Among the hundreds of Squibb prod-

ucts are many that may be classed as "home necessities," of frequent or everyday use—of these a few are listed below. It is a genuine service to your family, when buying such products, to make sure that they are made by the House of Squibb.

MINERAL OIL—Odorless, tasteless, water-white and crystal-clear . . . free from injurious hydrocarbons or other undesirable substances. Its high natural viscosity is retained at body temperature.

DENTAL CREAM—Contains an ingredient long recognized by dentists and physicians as an effective acid-neutralizer . . . cleanses thoroughly and safely . . . refreshing after-taste . . . liked by children.

TOOTH POWDER—The same scientific advantages as Squibb Dental Cream . . . for those who prefer a powder dentifrice.

COD LIVER OIL—Exceedingly rich in both Vitamins A and D . . . biologically tested for both . . . treated by a process designed to prevent vitamin deterioration.

MILK OF MAGNESIA—Tastes better because a special Squibb process eliminates the "earthy" taste.

ASPIRIN TABLETS—Disintegrate quickly, hence promptly effective. Safe—pure—dependable—economical.

SODIUM BICARBONATE—Refined to an unusual degree of purity, free from bitter taste, from chemical impurities.

ADEX TABLETS—The modern way to take cod liver oil vitamins A and D—obtained from natural sources . . . vitamin potency protected.

CASTOR OIL—Lastingly tasteless . . . a cold-pressed oil of finest quality.

BORIC ACID—Highly purified for medicinal use. The granular product quickly makes a brilliantly clean solution.

BABY POWDER—A borated powder of unusual purity and softness, soothing, acid-neutralizing, mildly antiseptic.

BABY OIL—Will not become rancid. Antiseptic, and of proper viscosity for use as a protective dressing for the skin.

VITAVOSE (chocolate-flavored)—Contains Vitamins B and G. Increases the nutritive value of hot or cold milk, making a delicious health drink for young or old.

EPSOM SALT—Recrystallized for medicinal use . . . it tastes better because the usual impurities of ordinary market grades are removed.

E. R. SQUIBB & SONS

MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

After the Auto



Show-What?

IMPORTANT TO PURCHASERS OF 1938 AUTOMOBILES

Use only **FAST-FLOWING,
TOUGH-BODIED** motor oil

Automotive engineers state that approximately $\frac{3}{4}$ of all your engine wear takes place in starting.

That's why leading car manufacturers urge the use of faster flowing motor oil . . . an oil that starts with your starter—instantly throws a protective cushion between all moving parts.

"But," they warn, "the oil must also be

tough-bodied and not break down into sludge and carbon under the high temperatures of your steady running."

Golden Shell is both *fast-flowing* and *tough-bodied*. It gives positive lubrication under all driving conditions.

Your neighborhood Shell dealer has Golden Shell Motor Oil in the correct grade for your car, as specified by its maker.

GOLDEN SHELL MOTOR OIL



PRINCETON FRESHMEN VOTE JUSTICE HUGHES GREATER THAN PRESIDENT ROOSEVELT



If Princeton's 595 freshmen had anything to say about it, Charles Evans Hughes would be President of the U. S. In a poll held Oct. 6 by *The Daily Princetonian*, 70 voted him "the greatest living American." Franklin D. Roosevelt ran second with 56 votes. Henry Ford ranked third with 30, and Charles A. Lindbergh fourth with 15.

Below are six typical Princeton yearlings chosen at random. Three of them voted for Hughes, three for Roosevelt. Two of them came from New

England, two from the East, two from the South. But regional differences did not, apparently, determine their choice, since New England, the East and the South all split evenly on Chief Justice vs. President. More important was family background. With few exceptions, Princeton freshmen voted as their fathers would have voted.

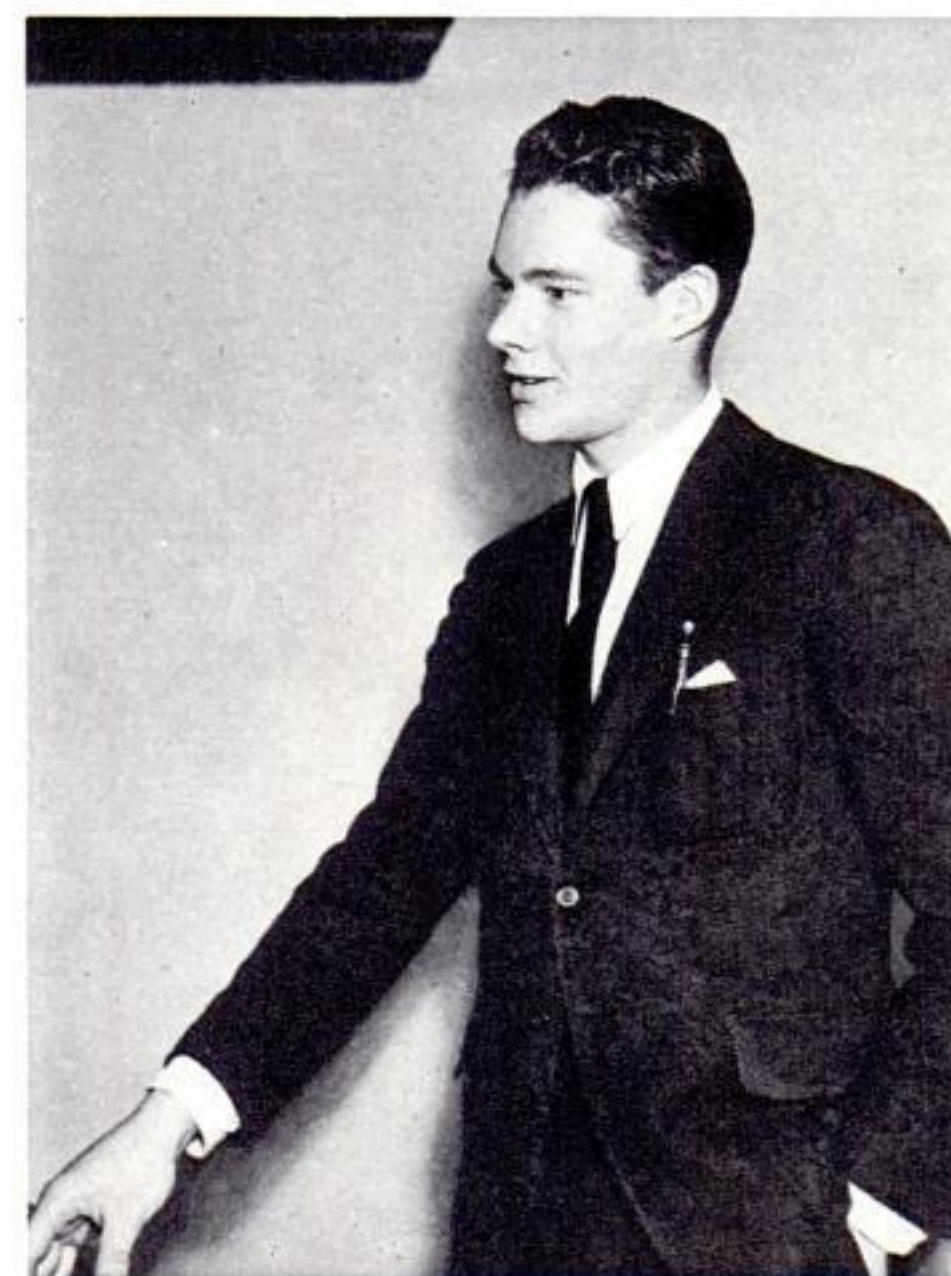
Before reading captions below pictures, see if you can tell, by studying face and clothes, which three voted for Hughes, which for Roosevelt.



The bank president's son is active in debating circles. He lives on New York's swank upper Fifth Avenue and went to Phillips Academy at Andover, Mass. His name is Vincent L. ("Brod") Broderick. He says: "Although my father is in sympathy with the present liberal administration, I form my own political opinions." He voted for Roosevelt.



The lawyer's son plays tackle on the freshman football team. He lives in San Antonio and was graduated from Exeter Academy, N. H. where he was a football player and track man. He wants to become a petroleum engineer. His name is Rayford Wardlaw ("Chico") Alley Jr. His family are all Southern Democrats. He voted for Roosevelt.



The preacher's son sings in the Glee Club and will try for the crew. He lives in Longmeadow, Mass. He went to the Asheville School, N. C., is now studying to become an aeronautical engineer. His name is John Trexler ("Sub") Urban. He believes in the "need of the lower classes for fair play and economic equality." He voted for Roosevelt.



The broker's son is first-string end on the freshman team. He lives in Haverford, Pa., went to Haverford School, was prominent in football, track and journalism. He wants to be either a lawyer or a journalist. His name is William Thatcher ("Bill") Longstreth. His father has voted Republican without a break for 40 years. He voted for Hughes.



The investment banker's son is a member of the Ski Club and the swimming squad. His home is in Waterbury, Conn. He went to the Hun School at Princeton, will now major in mathematics to become an investment banker himself. His name is Francis Theodore ("Ted") Phillips Jr. Both parents were for Landon in 1936. He voted for Hughes.



The tobacco grower's son is a debater. His home is in Upper Marlborough, Md. His name is Fendall Marbury ("Fen") Clagett. He thinks that "although the AAA has been of some benefit to tobacco growers, it has been entirely unnecessary." He wants "constitutional protection of property owners against Socialism." He voted for Hughes.

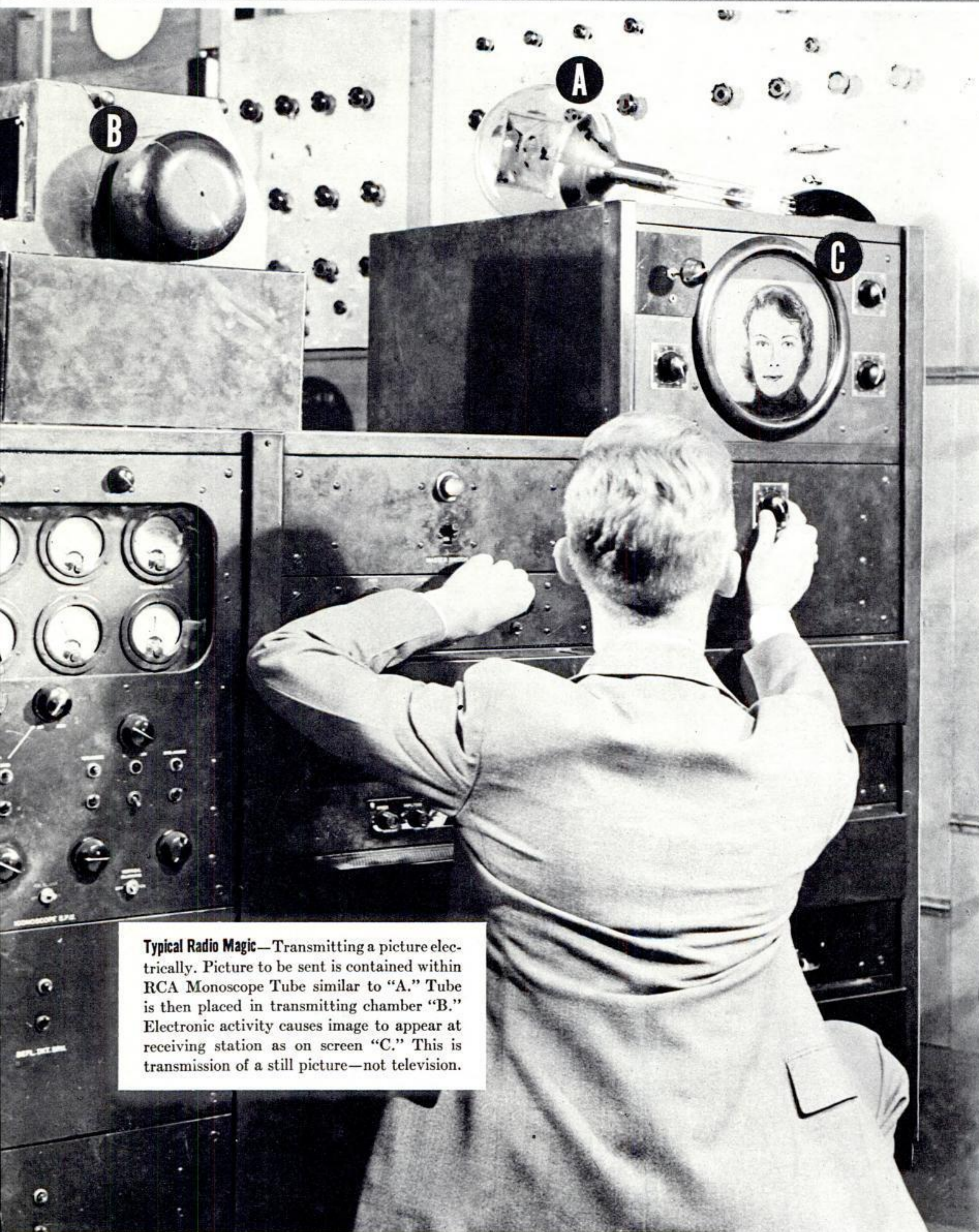
NOVEMBER, 1937

LISTEN



A 6 Page Advertisement of the Radio Corporation of America

No. 4



Typical Radio Magic—Transmitting a picture electrically. Picture to be sent is contained within RCA Monoscope Tube similar to "A." Tube is then placed in transmitting chamber "B." Electronic activity causes image to appear at receiving station as on screen "C." This is transmission of a still picture—not television.

IN THIS ISSUE



ELECTRIC TUNING
Research scores a hit

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2



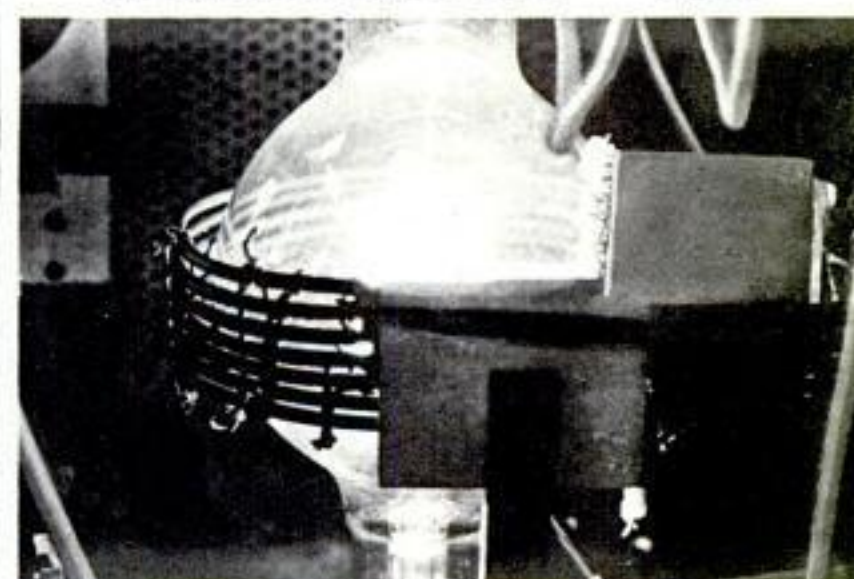
CRYSTAL DAYS
12 years to Magic Voice

PAGE
3



MAGIC KEY
It tunes in the world

PAGE
4

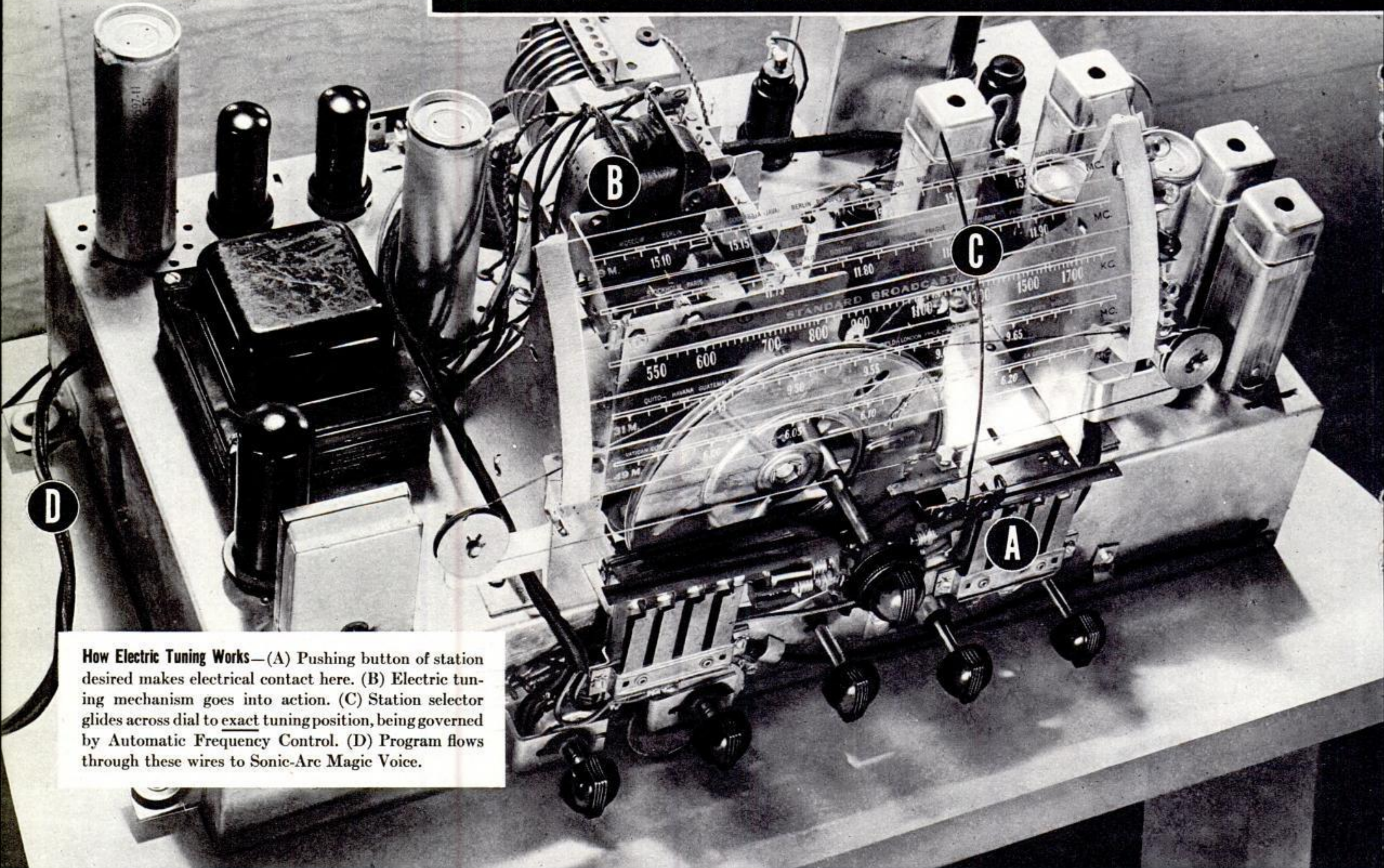


RADIO'S HEART
It's all done with tubes

PAGE
5

NEW MAGIC FROM RADIO'S "IDEA FACTORY"

RADIO'S "IDEA FACTORY" PRODUCES TWO HITS—



How Electric Tuning Works—(A) Pushing button of station desired makes electrical contact here. (B) Electric tuning mechanism goes into action. (C) Station selector glides across dial to exact tuning position, being governed by Automatic Frequency Control. (D) Program flows through these wires to Sonic-Arc Magic Voice.

Season's No. 1 radio idea draws crowds—When dealers first displayed RCA Victor Electric Tuning crowds gathered before show windows. Listeners everywhere were fascinated by uncanny ease with which set tunes itself. Such scenes repeated throughout the country stamped this RCA development as season's number one radio idea. Tuning of early radio sets called for ingenious juggling of three dials. Then "idea factory" devised instruments using house electric current, and tuned with one dial.

Dials were then simplified, marked with figures corresponding to station frequencies, made more accurate. Next important advance was the RCA Victor Magic Eye, which made visual tuning more exact than that done by ear. But tuning still required care for good results. RCA engineers sought method of making tuning completely automatic. They found it in Electric Tuning, which is as automatic as pushing an electric light switch. Simplicity of operation is summed up in phrase—"push a button, there's your station."



"Dialing Doomed" was slogan as RCA engineers started to create fully automatic radio tuning. Picture above shows F. X. Rettenmeyer, Manager of Receiver Engineering, B. R. Carson, W. W. Dewhurst, W. E. Newman, and H. W. Doyle planning Electric Tuning, examining early Electric Tuning.



Engineers' "Doodles"—Great is the interest which has lately grown up concerning "doodles," the casual pencilings people make while thinking about or discussing some problem. Many an RCA invention has started from some such scrawls as the engineers' "doodles" shown above.



It works—Electric Tuning is an accomplished fact. Enthusiastic over solving this task RCA engineers facetiously referred to the new model as the "super whooper dooper." Picture shows research men D. D. Cole, G. G. Gerlach, and L. R. Kirkwood admiring finished job.

ELECTRIC TUNING... AND A NEW MAGIC VOICE

Radio has taxed the brains and ingenuity of man as few other industries have. To cope with the mysteries which surround this science, in spite of its phenomenal progress, RCA years ago began assembling a staff of world famous radio engineers... joined forces with famed Victor Talking Machine sound experts. These men now work together in a veritable "idea factory."

The aim of this "idea factory" is first to find new fundamental principles—then discover their practical application. This way of going at the job is of prime importance to everyone who uses, or works with, radio. It means that ample time is devoted to pure research from which spring great ideas that each year make all radio better.

Let no one suppose that the RCA viewpoint on research has caused radio's "idea factory" to become a place devoted to impractical theories. Proof of substantial, down-to-earth results may be seen in a score of directions. You see it in tubes which make radio possible. You hear the proof in the programs of the National Broadcasting Company, for RCA research has created the equipment which makes broadcasting and networks possible. You may see another proof on the "lots" of famous motion picture producers who use RCA Photophone for recording sound. You may hear further proof in any of the thousands of motion picture theatres which use Photophone to reproduce sound. Ship-to-ship, ship-to-shore, the automatic SOS and international message service of Radiomarine and RCA Communications are further evidence of the practical nature of RCA research.

Latest product of the "idea factory" is radio's number one idea of the present season—Electric Tuning. Number two idea is the new Sonic-Arc Magic Voice (see pictures at right). Together these ideas bring a new conception of radio to thousands of homes, stimulate business in many a radio dealer's store. Today, thanks to the "idea factory," a radio instrument costing \$150 is far better than a \$600 set of a few years ago.

Although best known RCA activity is building radio sets, actually RCA and RCA research men are engaged constantly in every branch of radio communication—broadcast or directed, by voice or music or code or sight, on film or by facsimile. In all the world no other organization covers the field of radio so completely.



Head man of the "idea factory"—Dynamic Lewis M. Clement, Vice President in charge of Research and Engineering, directs RCA's creative engineers. Mr. Clement (shown above) makes frequent trips abroad. In this way RCA enjoys constant interchange of ideas with European radio experts.



THE EAR PHONE AGE—The marvel of "wireless" music via crystal sets startles the world. All listeners must have ear phones. First RCA laboratory was established at Riverhead, L. I., in 1919.



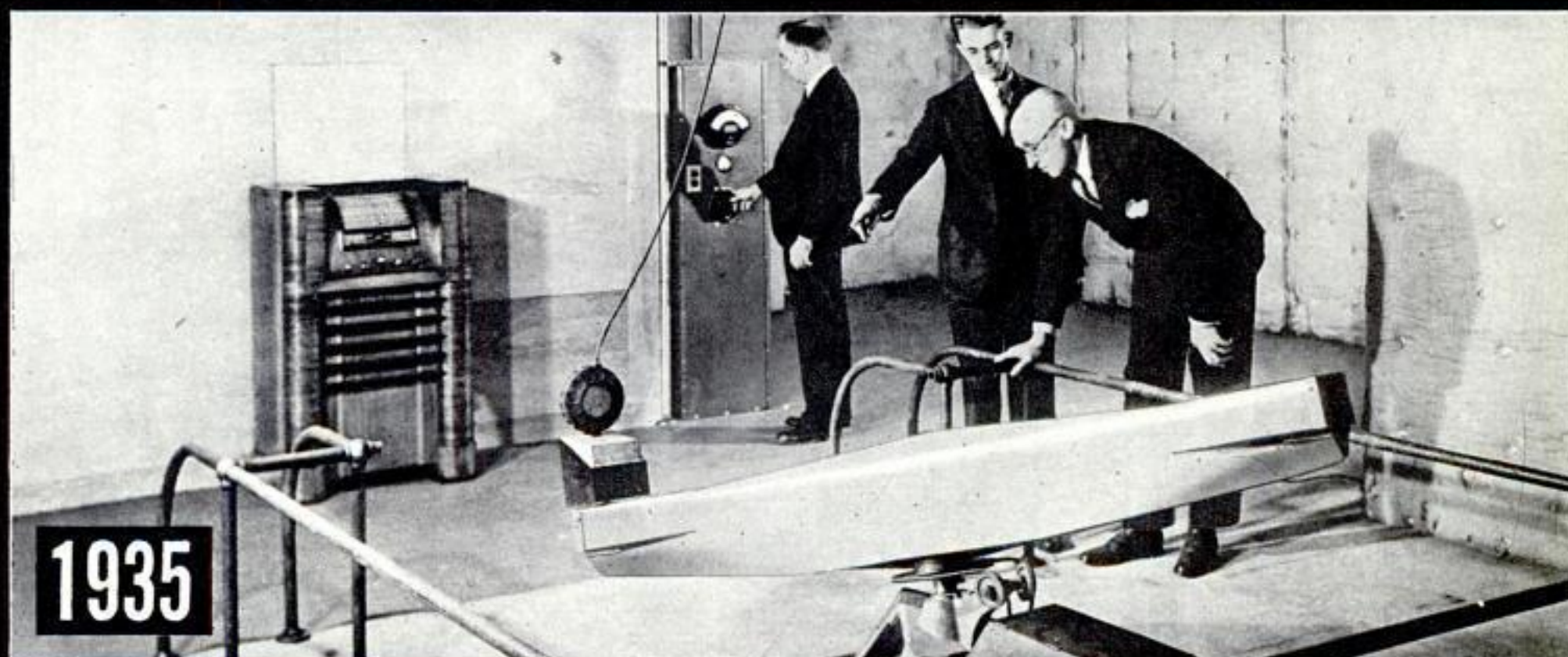
THE TIN HORN AGE—The loudspeaker and one dial tuning appear—a miracle, but an inexact one. The tone was often strident. Higher and low notes were missed.



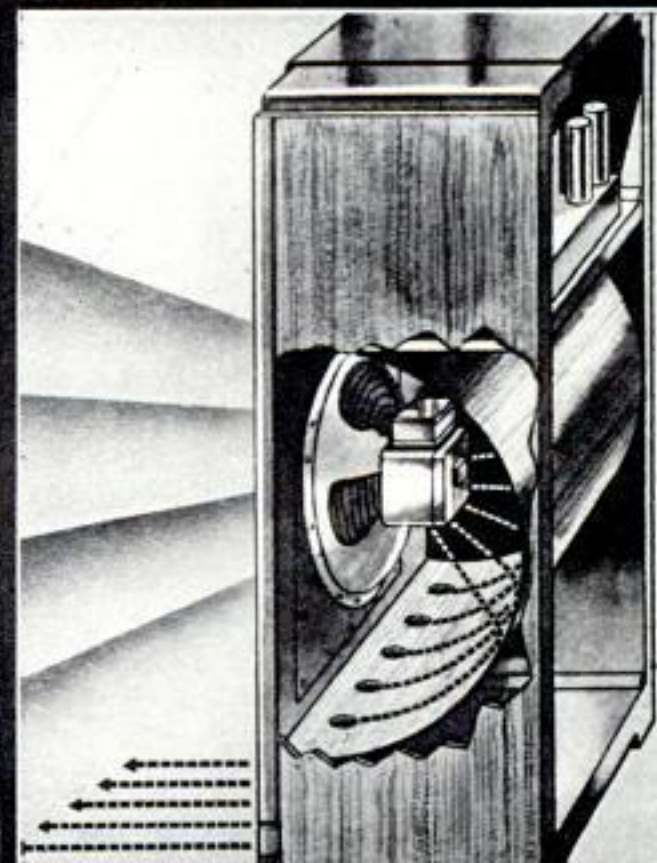
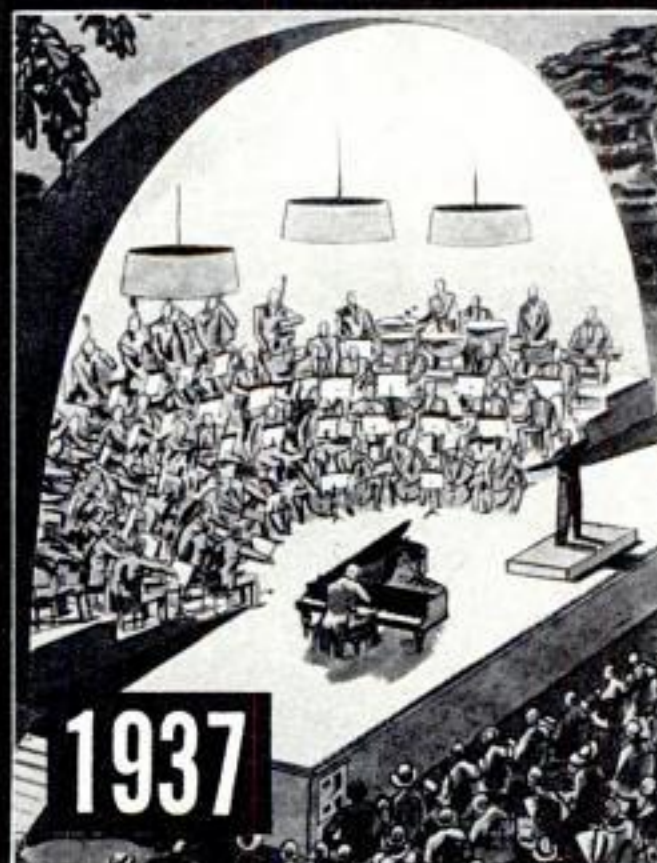
THE DYNAMIC SPEAKER was big forward step toward greater range of notes and volume without squawking. Picture above shows early example of this famed invention.



VOICE IMPROVES—RCA research discovers more facts about acoustics of cabinets with built-in speakers. This construction produced better looking sets which approached studio tone.



THE BIRTH OF THE MAGIC VOICE—Seeking for tone perfection RCA engineers seal speaker chamber and install group of tone pipes which trap "boom" and end distortion. Named **MAGIC VOICE**, this advance justifies its title under test by "Electric Tone Detective" shown above with 1938 model. More accurate than human ear this RCA-designed tester automatically records tone performance.



SEASON'S NO. 2 RADIO IDEA—Now RCA engineers replace tone pipes with curved back for speaker chamber. This new form found its inspiration in the band-shells built for outdoor performances of orchestras and bands. Its carefully calculated curve is the Sonic-Arc patterned after "band-shell." Better performance obtained by this design makes RCA Victor's Sonic-Arc Magic Voice season's No. 2 radio idea.

TELEVISION—is still in the future. Long and patient research is required by its intricate technical and program problems. These are being studied through daily field tests by RCA and NBC engineers.

"IN RADIO, IT'S RCA ALL THE WAY"—AS THE MAGIC KEY TURNS

For 112 consecutive Sundays (except during world series baseball games) the MAGIC KEY of RCA has delighted millions. At 2 P.M. eastern time, Ben Grauer's words, "In radio, it's RCA All the Way," start an hour of diversified, fascinating and timely entertainment. This unique program, with its many broadcasts from overseas, is made possible by the world-wide spread of RCA services, and the cooperation of the family of RCA.



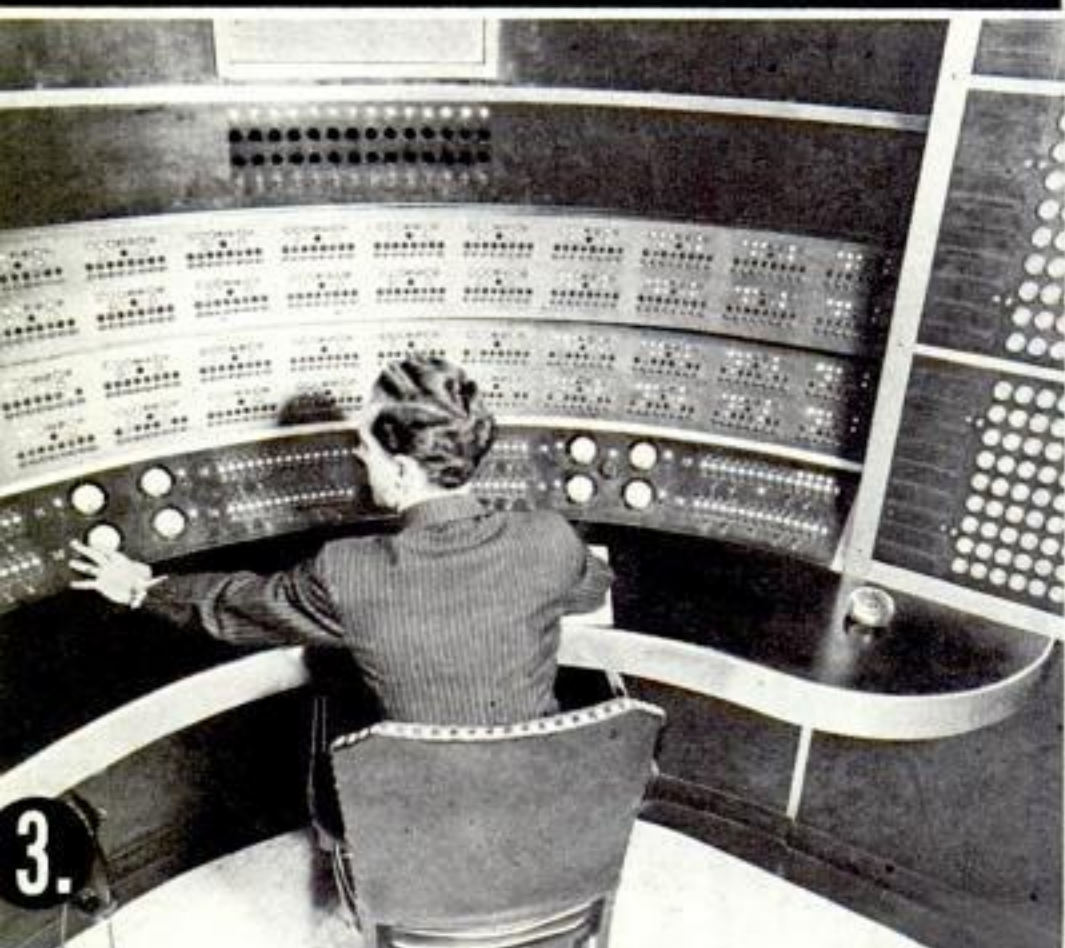
1.

Where it all begins—Before the NBC microphone, Frank Black, Musical Director of NBC, lifts his baton and the Magic Key show gets under way. The virtuosity of Mr. Black, in conducting The NBC Symphony Orchestra, is an important factor in the constantly growing popularity of this program. An RCA designed and built NBC microphone is the starting point of the majority of network programs.



2.

They are good mixers—At the first note of this Magic Key program these unseen concert masters go to work. Key sits in the control room surrounded by intricate RCA equipment. In studio jargon this is referred to as the "mixer," and control room operators are also called mixers. Here they are letting the soloist's voice and accompaniment go out on the air correctly "mixed."



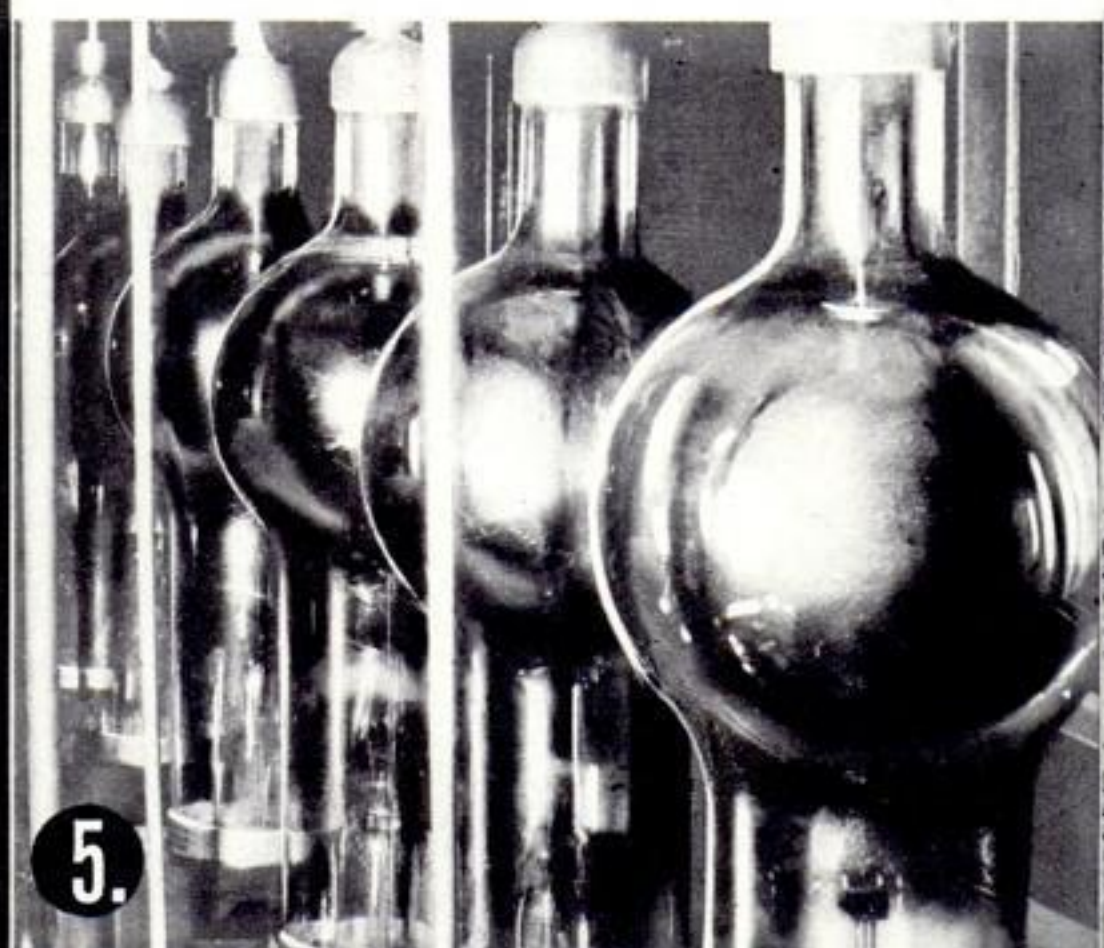
3.

The cross-roads of the air—The artist's voice and Mr. Black's music are now ready for the NBC Blue Network. The entrance to this (and also to the Red Network) is through the giant switchboard shown above. The operators at this board turn their particular RCA Magic Keys and the Magic Key goes out to the NBC stations which carry it. A complete duplicate of this switchboard provides for emergencies.



4.

The Magic Key turns—to Geneva, where Frederick T. Birchall, European correspondent of the New York Times, and Pulitzer prize winner, is waiting to talk with journalist Linton Wells about the possibility of war in Europe. This and scores of other Magic Key foreign broadcasts are made possible by the facilities of RCA Communications, part of whose New York message room is shown above.



5.

A boost along the way—Now the music of the Magic Key artists has reached a station of the NBC Blue Network. It has traveled by wire from the giant switchboard. Before being broadcast it must be boosted up to greater strength. Above you see a battery of RCA power tubes which do this job. These tubes are costly. WJZ, famous NBC station, makes use of more than 60 tubes when it is on the air.



6.

It's on the air—At last the Magic Key is on the air, but the words "at last" are a figure of speech. So swiftly is the artist's song carried on wings of radio that it flashes around the world in the time that the swiftest airplane moves 70 feet. As each sound enters the microphone all of the intricate RCA equipment must function instantly, and perfectly. Above is mast of an NBC broadcasting station.



7.

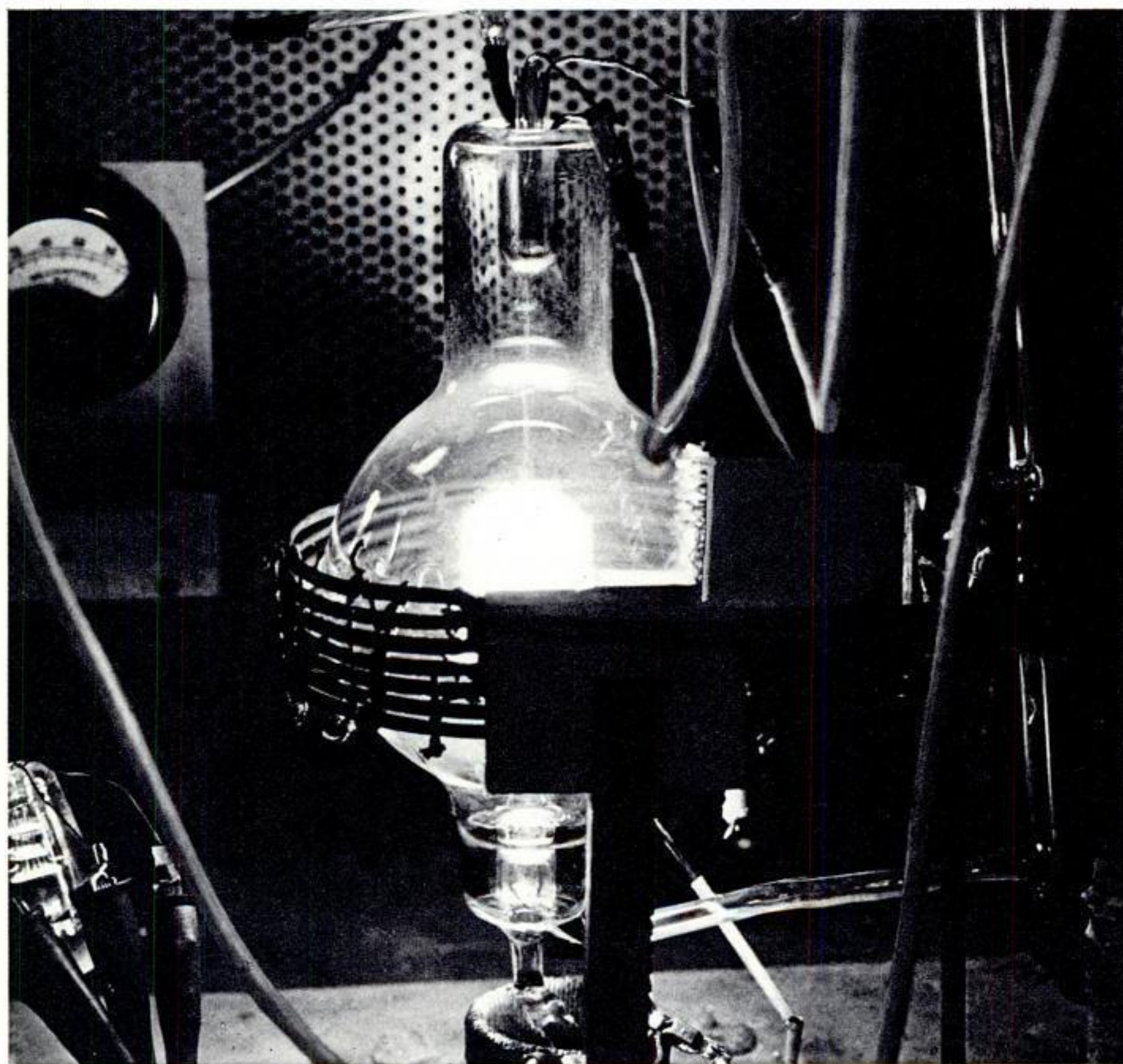
More Magic overhead—Scenes like the above are beginning to disappear. RCA engineers recognized that the finest sets are often hampered by poorly arranged antenna. To overcome this they have created the Magic Wave antenna. This antenna can be used to pick up programs for any number of sets from one to sixteen. It filters out unwanted noise and man-made static, passes on what you want to hear.



8.

The Magic reaches the fireside—Here are Richard Crooks, famous tenor, and his family listening to the Magic Key. Picture shows the final link in the magic chain of an RCA Victor Electric Tuning instrument with Magic Voice, Magic Brain and Magic Eye. Like the broadcasting equipment, it is a product of RCA engineering. It completes the cycle and makes radio RCA All the Way.

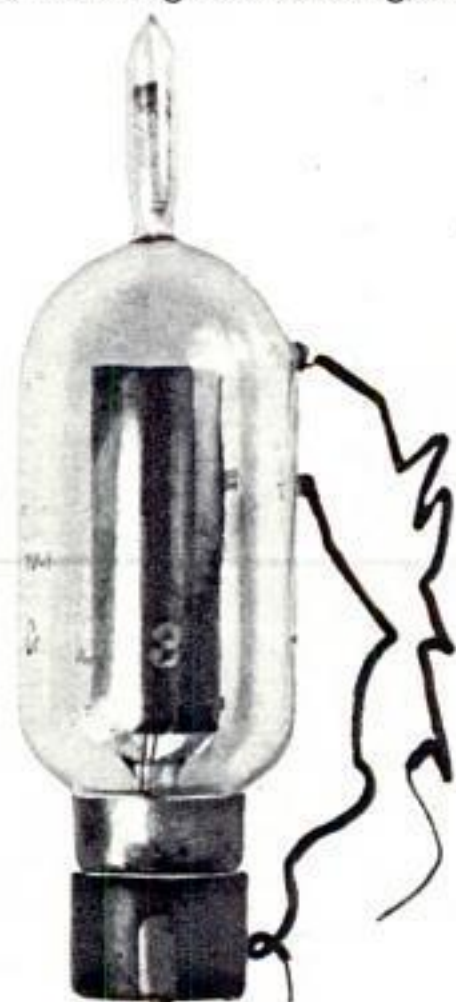
IT'S ALL DONE WITH TUBES



TESTING THE HEART AND LIFE OF RADIO

Broadcasting could not exist without radio tubes. Tubes are essential to the life-like, full-volumed reception of modern radio sets for the home. Picture above shows a big RCA tube for a broadcasting station being tested under load far exceeding any it will ever have to carry. RCA tube research has developed tubes for every conceivable radio use in sending and receiving, as well as for television

and other experimental work. To supply tubes for new radios and for the 26,000,000 sets in use RCA produces millions of tubes yearly. Proportion of metal tubes is constantly increasing as these better, stronger tubes come into more general use. Radio tubes are based on the study of electronics, a subject so complex that only a handful of men have any real conception of it.



Almost prehistoric—Early experimenters made odd looking radio "valves" resembling freak light bulbs. Above is old-time "valve," a predecessor of modern tubes. Only about 25 years old, it is ancient in light of radio's progress.



Metal Tubes take spotlight—RCA Metal Tubes are revolutionizing the manufacture, and improving the performance of home radio sets. Stronger, quieter in action, and allowing more exact construction, millions of these metal tubes are now being used by radio set manufacturers.



**Why
 RCA ALL THE WAY
 means more for your money**

RCA engineers have continuous practical experience in every branch of radio. Through the National Broadcasting Company, RCA creates and broadcasts the majority of network programs. Through Victor, RCA has the benefit of 39 years' leadership in sound production. RCA engineering, NBC broadcasting skill, Victor mastery of tone are combined in every RCA Victor radio. They bring you radio that is RCA All the Way—an extra value that is yours only with an RCA Victor.



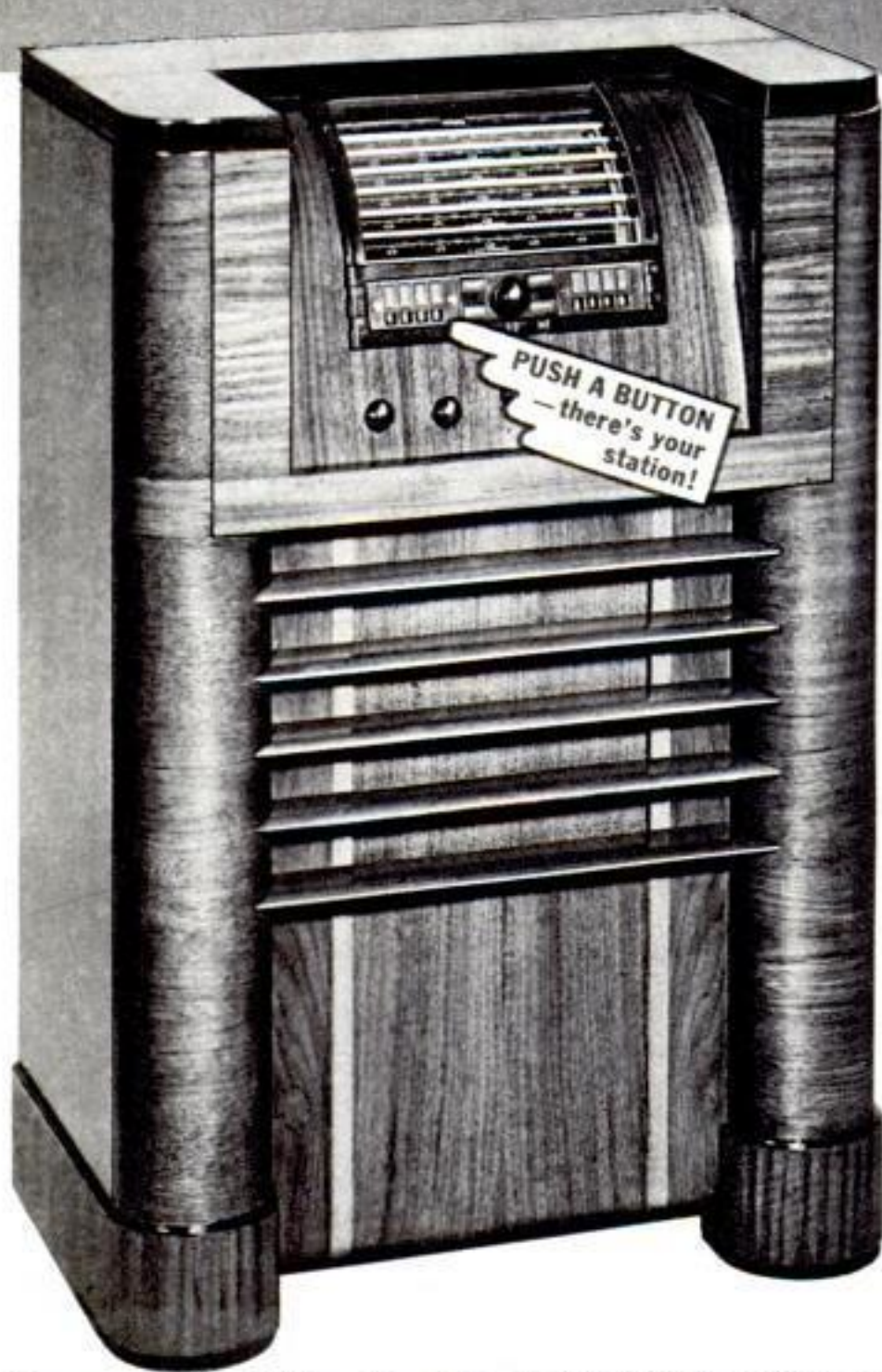
**RADIO CORPORATION OF AMERICA
 RADIO CITY, U.S.A.**

RCA MANUFACTURING CO., INC.
 RCA COMMUNICATIONS, INC.
 NATIONAL BROADCASTING CO. • RCA INSTITUTES, INC.
 RADIOMARINE CORP. OF AMERICA

This is the fourth number of Listen. The Radio Corporation of America publishes this new kind of advertising to bring you news and pictures about every branch of radio. Listen appears every four weeks in Life.

**Be sure to see the
 CHRISTMAS LISTEN
 in Life for Dec. 6th**

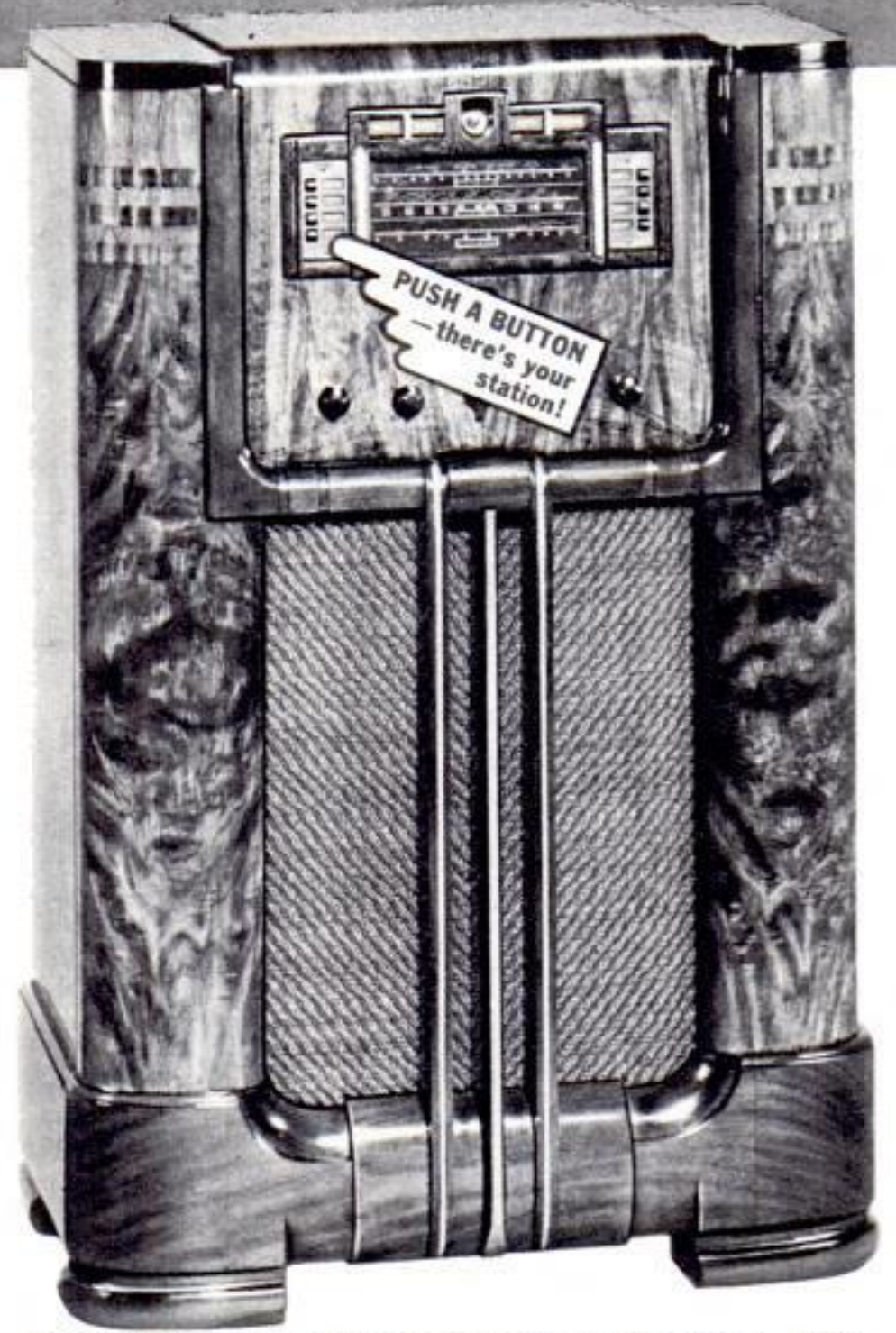
RCA "IDEA FACTORY" PRESENTS SOME NEW DEVELOPMENTS



Supreme in Short Wave Reception is RCA Victor Electric Tuning Model 813K (above). A unique feature is the Overseas Dial on which foreign stations are clearly marked by name. This dial makes foreign stations as easy to tune for as domestic. Additional features of this 13-tube console are Sonic-Arc Magic Voice, Magic Brain, Magic Eye, RCA Metal Tubes, Beauty-Tone Cabinet and many others. Armchair Control optional. A down payment of about \$20 is all that is required.

See these *RCA Victor Instruments* ... each is RCA ALL THE WAY

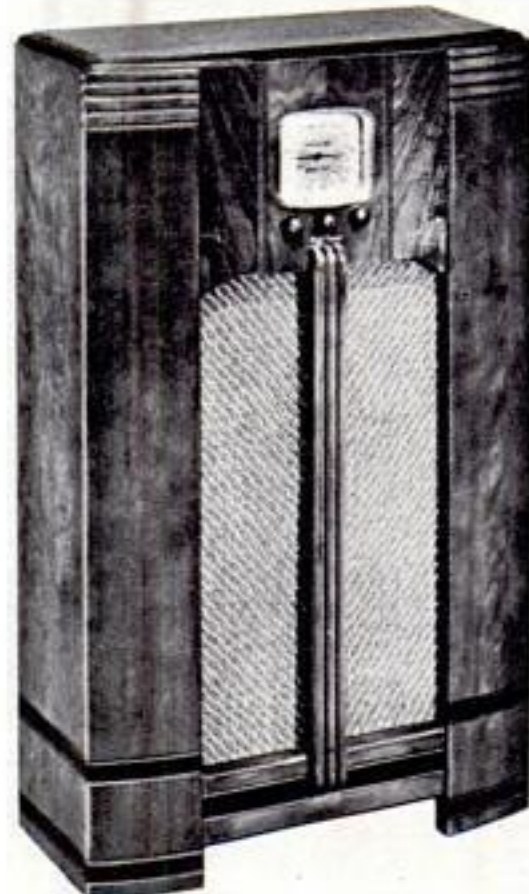
THE RCA "IDEA FACTORY" has devised amazing new instruments to bring you fresh thrills. Your RCA Victor dealer has these new radios and phonograph-radios ready for you to hear and see. RCA engineering, NBC broadcasting skill and Victor mastery of tone are combined in each of these superb instruments. They offer you performance that is RCA All the Way—an extra value that is yours only with an RCA Victor. Generous trade-in allowances and really easy terms make it easy for you to have NOW the instrument you have always wanted.



Electric Tuning is most popular of its many features—RCA Victor Model 811K (above) is a superb console which is already bringing new radio interest and excitement to thousands of homes. Besides Electric Tuning, it has the Sonic-Arc Magic Voice, Magic Brain, Magic Eye, Beauty-Tone Cabinet, RCA Metal Tubes and a wealth of other features. Armchair Control optional. Provides domestic and foreign reception, police, amateur and aviation calls. The down payment is approximately \$15.



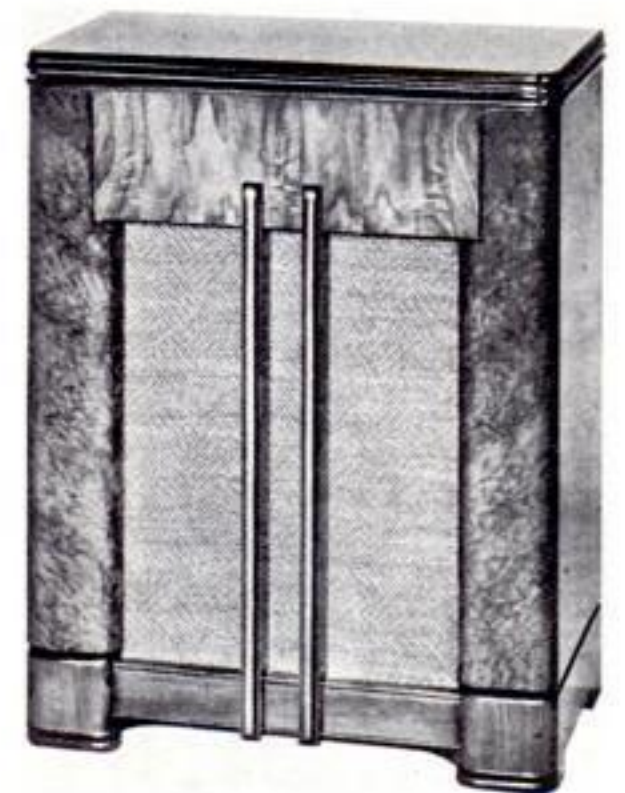
Lowest priced MAGIC VOICE console. RCA Victor Model 810K1 (above). A 10-tube superheterodyne that is a short wave sensation... a superb performer on domestic stations. Its lovely Chippendale cabinet has unusual charm. Notable for its volume which is sufficient for the largest rooms.



Lowest priced console in RCA Victor history—Model 85K (above). Covers domestic and foreign broadcasts with good volume and fine tone. Illuminated dial, RCA tubes, Automatic Volume Control, Dynamic Speaker, and many important new features... Only **\$39.95**

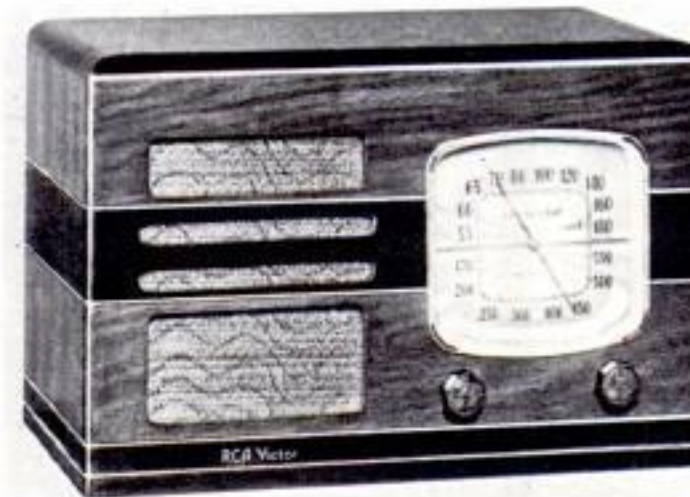


RCA Victor End Table Phonograph-Radio U102E (above)... Ultra-smart, ultra-convenient! Play Victor Records, get favorite foreign or domestic radio programs without moving from your chair. Cabinet has generous space for Victor Albums. End table models also available in straight radios.



RCA Victor Phonograph-Radio U103 (above). Beautiful Victor tone in the lowest-priced automatic console model phonograph-radio ever offered by RCA Victor! Automatically changes 10-inch records; automatically repeats 12-inch records. Fine domestic and foreign radio reception.

Model 86T (at right). Besides the convenience of its size, this chest type table model delivers volume equalling that of many console sets. Brings in foreign stations on six short wave bands. A fine instrument.



Model 85T (at left). One of RCA Victor's most popular chest type instruments. A five-tube superheterodyne with unusual performance characteristics. Beautiful cabinet has hand-rubbed lacquer finish.



RCA metal tubes are stronger, quieter, create better performance, are the sign of a modern radio. Millions are now in use.

RCA's newest and finest portable Public Address System—PG-114, for fidelity reproduction. Ideal for orchestras, churches and auditoriums. For audiences up to 3,500.



You can buy RCA Victor Radios on C. I. T. Easy Payment Plan. Any radio is better with an RCA Antenna System. All prices f. o. b. Camden, N. J., subject to change without notice.

RCA presents "Magic Key" Sundays 2 to 3 P. M., E. S. T., on NBC Blue Network

RCA Victor

A SERVICE OF RADIO CORPORATION OF AMERICA



"THE WAR OF THE WILD IRISH ROSES"

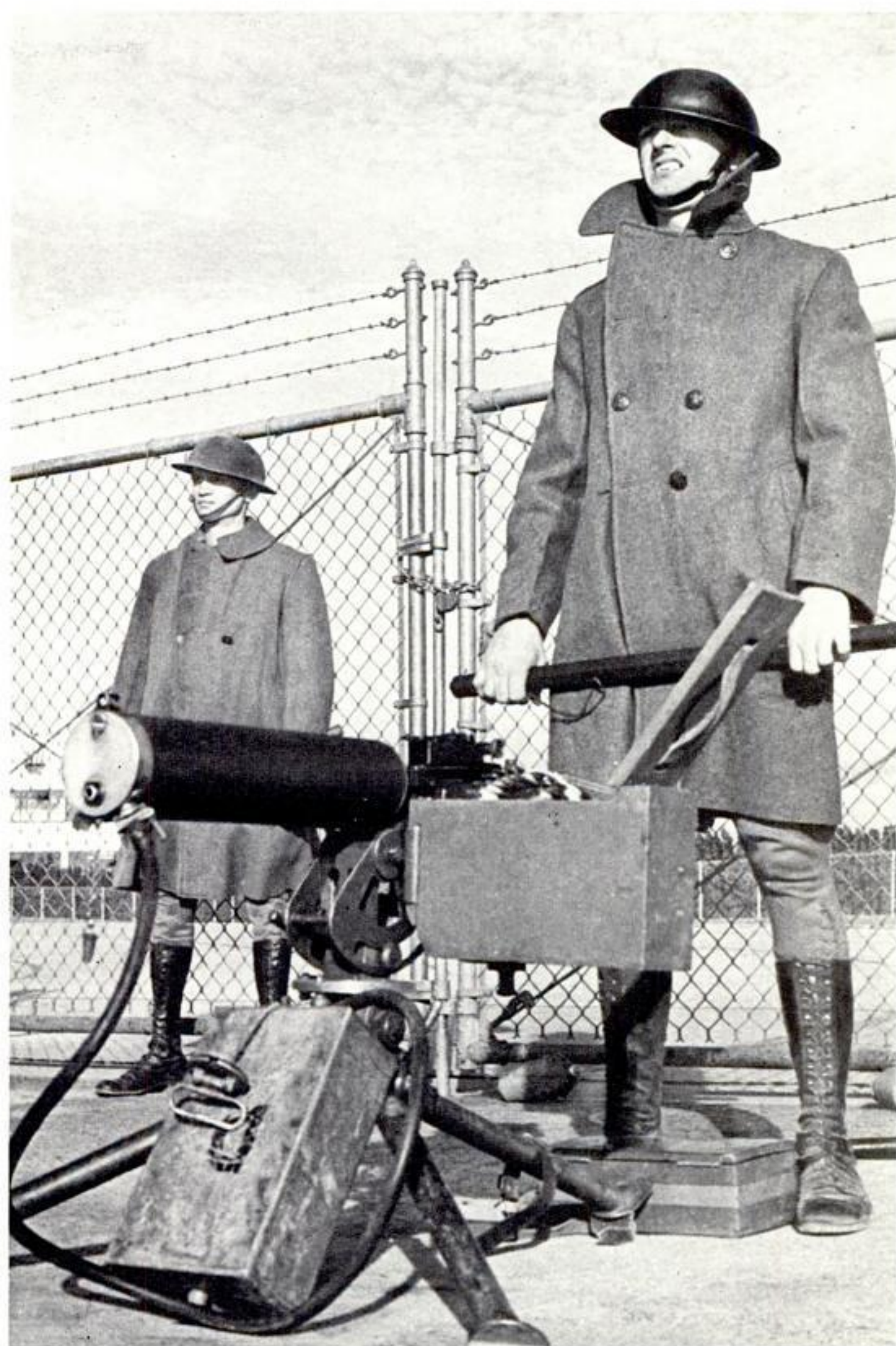
Rhode Island feud leads to "Insurrection"

A smalltime quarrel between two Irishmen is making Rhode Island the most laughed-at State in the Union. Governor Robert E. Quinn, discovering an "insurrection" at Walter O'Hara's \$1,150,000 Narragansett race track, called out the National Guard, Oct. 17, to suppress it.

Behind this comedy lay a tale of dirty politics. Seeking control of the Democratic State machine, rich, ambitious Turfman O'Hara had vilified the administration in his Pawtucket newspaper. Governor Quinn had responded by accusing O'Hara of shady racing practices. O'Hara called Quinn a "God-damned liar" in print. Quinn sought to have the track closed. Indirect methods failing, he turned to machine guns (right). While touts grumbled and reformers cheered, anxious journalists compared the Governor's action to the Fascist methods of the late Huey Long. Acidulous Scripps-Howard Columnist Westbrook Pegler ridiculed the affair as "The War of the Wild Irish Roses."



Fourteen thousand empty seats look across a horseless track on what was to have been the first day of the fall meeting at Narragansett Park. Built in 1934 by Walter O'Hara, this track has prospered fabulously. To Gov. Quinn, it is now in a state of "insurrection."



Machine guns at the gates halt the fall racing at Narragansett Park. A state of martial law was declared for a mile around the track. Later the zone was reduced to 500 yards. This military demonstration will probably cost the taxpayers of Rhode Island \$100,000.



Turfman Walter O'Hara, enriched by racing, seeks political power. To Columnist Pegler he is "a flip, brash little horse-park promoter who has grown too big for his britches."



Governor Robert E. Quinn follows in Huey Long's steps by calling out militia to settle his arguments. To Mr. Pegler he is "a temperish Governor who needs a minor league White House Tommy [Corcoran] to write his speeches and tell him what not to do."



Colonel Earl C. Webster, in immediate charge of troops at Narragansett track, started out with 300 soldiers, now finds his command cut to 65. But with snipers and machine guns covering stables and paddock, he is said to have the situation well in hand.

CONTINUED ON NEXT PAGE



As served by HARRIS, Butler
to the Late Right Honourable
LORD CLAUD HAMILTON
 PRIVY COUNCILLOR

"After Coffee a
BENEDICTINE"

"After coffee . . . a Bénédictine"
 . . . four words that say: "Nothing
 in my house is too good for
 you, my honored guest." Four
 words that have for 400 years
 typified the utmost in good
 taste. Four words to make
 your byword: "After coffee
 . . . a Bénédictine."

There is only one Bénédictine. It was created by

a Bénédictine monk in 1510. It
 has been made ever since in
 Fécamp, France. The world's
 laws allow no imitation in name
 and its secret formula has never
 been successfully imitated.

Pour into liqueur glass
 . . . sip slowly.

Also try a "B and B"—
 ½ Bénédictine, ½ Cognac
 Brandy.

D.O.M



86° PROOF



Julius Wile Sons
 & Co., Inc.
 New York
 Sole U. S. Agents

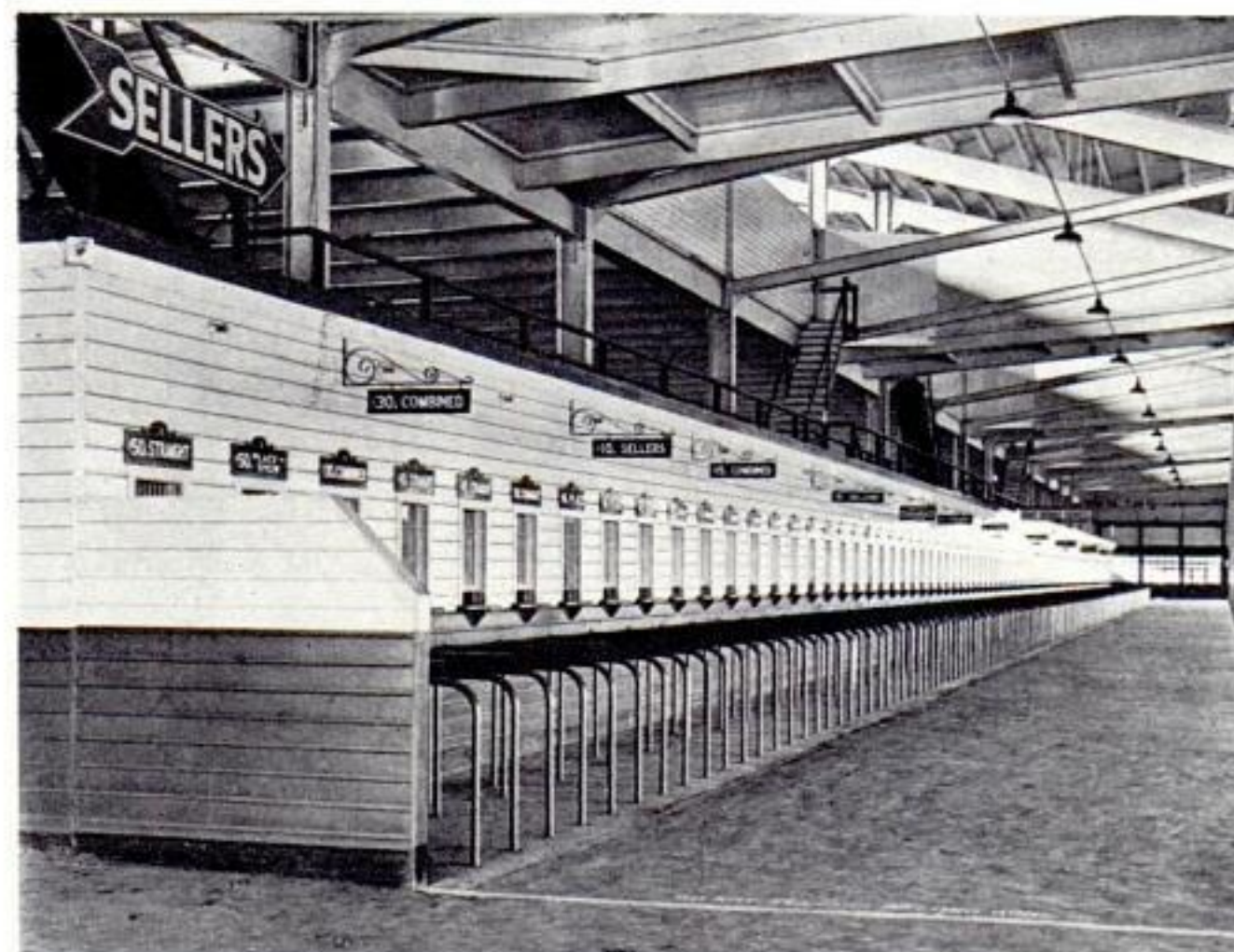
"War of the Wild Irish Roses" (continued)



Idle trainers, grooms and sweepers lounge in the paddock at Narragansett Park, as Governor Quinn's troops keep cash customers outside the martial law zone.

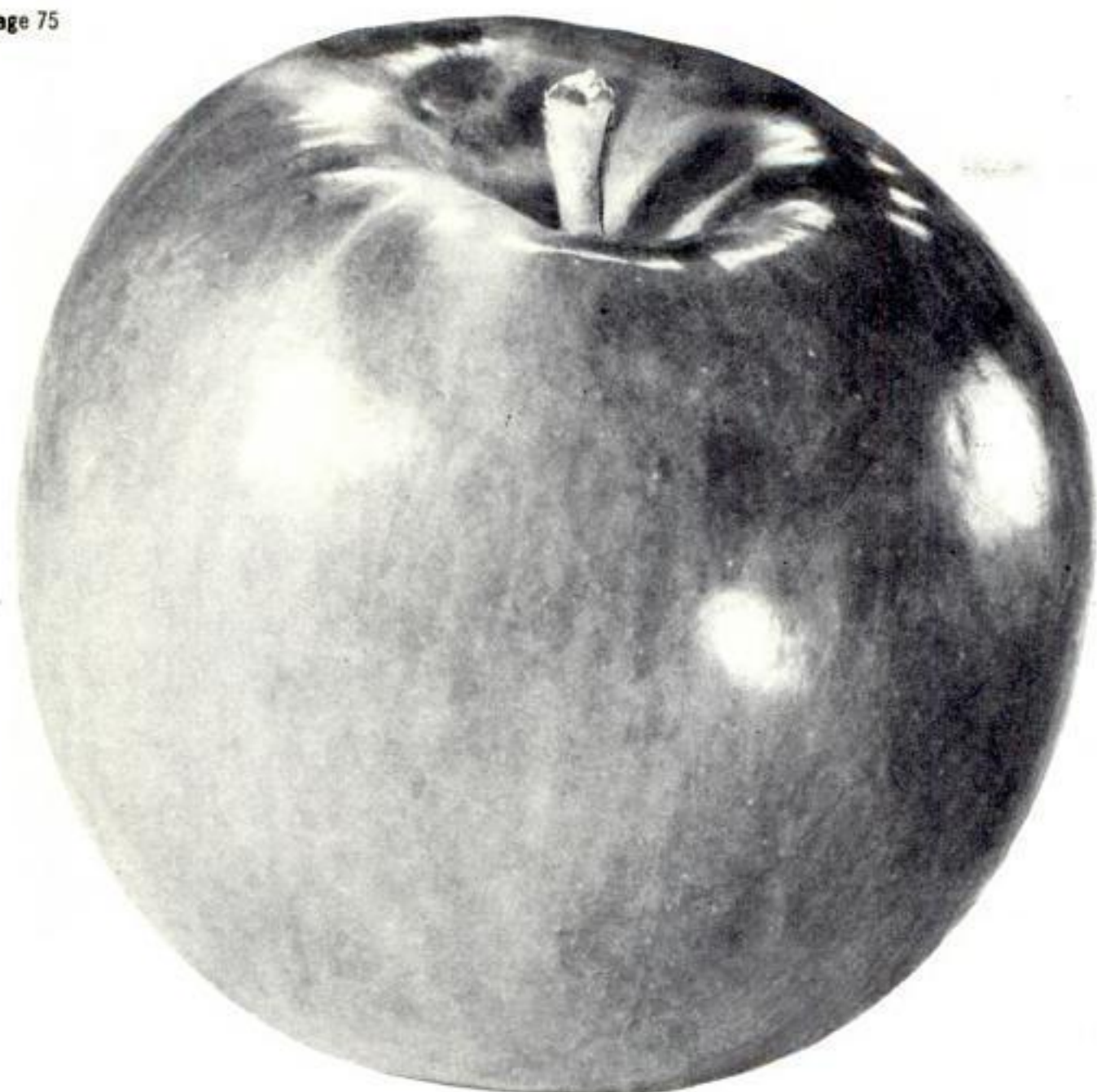


A lonely horse, one of 46 held captive at the start of the "insurrection," is exercised by special permission of the National Guardsmen commanding the Park.



Betting booths stand desolate under martial law. Since the Park opened these windows have handled over \$100,000,000. Of this O'Hara and stockholders got 6½%.

CONTINUED ON PAGE 76



RUB A RED APPLE

What happens? It shines beautifully, with a soft lustre. Why? Because Nature *protects* her fruits, flowers, plants, keeps them from drying out—with a film of *WAX*. Since civilization's earliest days man has followed nature's example by using wax to protect his handiwork. What happens when he fails to protect, for example, his floors? (See picture at left below.)



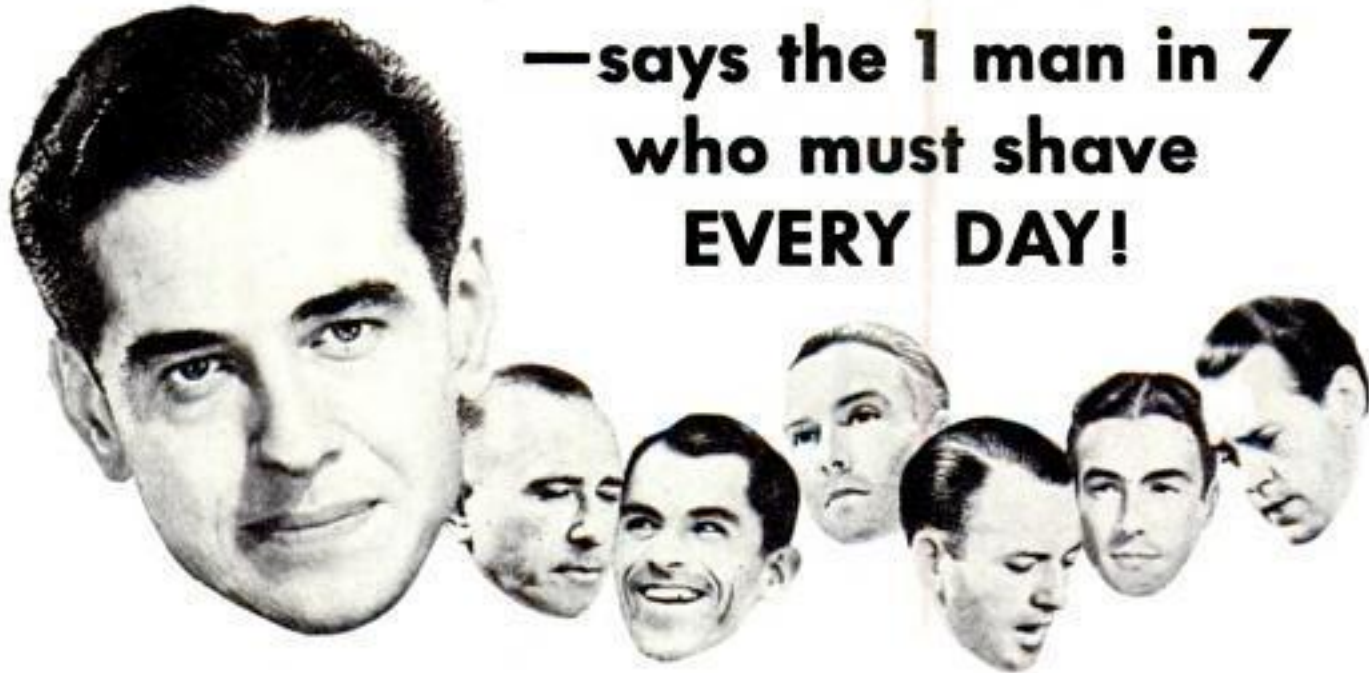
The continuous scuffing and scraping of feet on a floor surface finally results in this ugly condition known as Floor Pox—observed first at doorways, between rugs. When floors are in this condition, they spoil the appearance of the entire home. But, say the makers of Johnson's Wax, they need *never* have Floor Pox at all.



No Floor Pox here—because this floor has been protected regularly with Johnson's Wax. Notice its soft, lustrous beauty—and remember that the beauty of a waxed floor increases year by year. A few cents a room a few times a year for Johnson's Wax will keep your floors permanently beautiful. When you walk on wax, you *save* your floors.

"I can't afford a nicked, stubbly face!"

—says the 1 man in 7 who must shave EVERY DAY!



New FILM-FORMING Shave Cream gives daily shavers relief from razor scrape

CONTACTS in social and business life now demand that certain men keep their faces smooth, clean shaven, perfectly groomed every day.

Yet daily shaving with a sharp razor blade often irritates your tender outer skin, causing sore spots, ingrown hairs.

Glider is an entirely new-type shave cream. Spread it on with your fingers—never a brush.

Glider forms a thin protective FILM on your face. This film between razor

and skin allows blade to shave swiftly and easily through the most stubborn whiskers without scraping or pulling.

Try a tube of Glider today. You'll get a new thrill in shaving. In a few days sore spots and pimples quickly clear up. Glider—made by The J. B. Williams Co., makers of fine shaving preparations for over 96 years—is on sale at all toilet-goods counters.



Glider

WILLIAMS NEW
"NO-BRUSH" SHAVE CREAM

FREE OFFER

Good only in U.S.A.

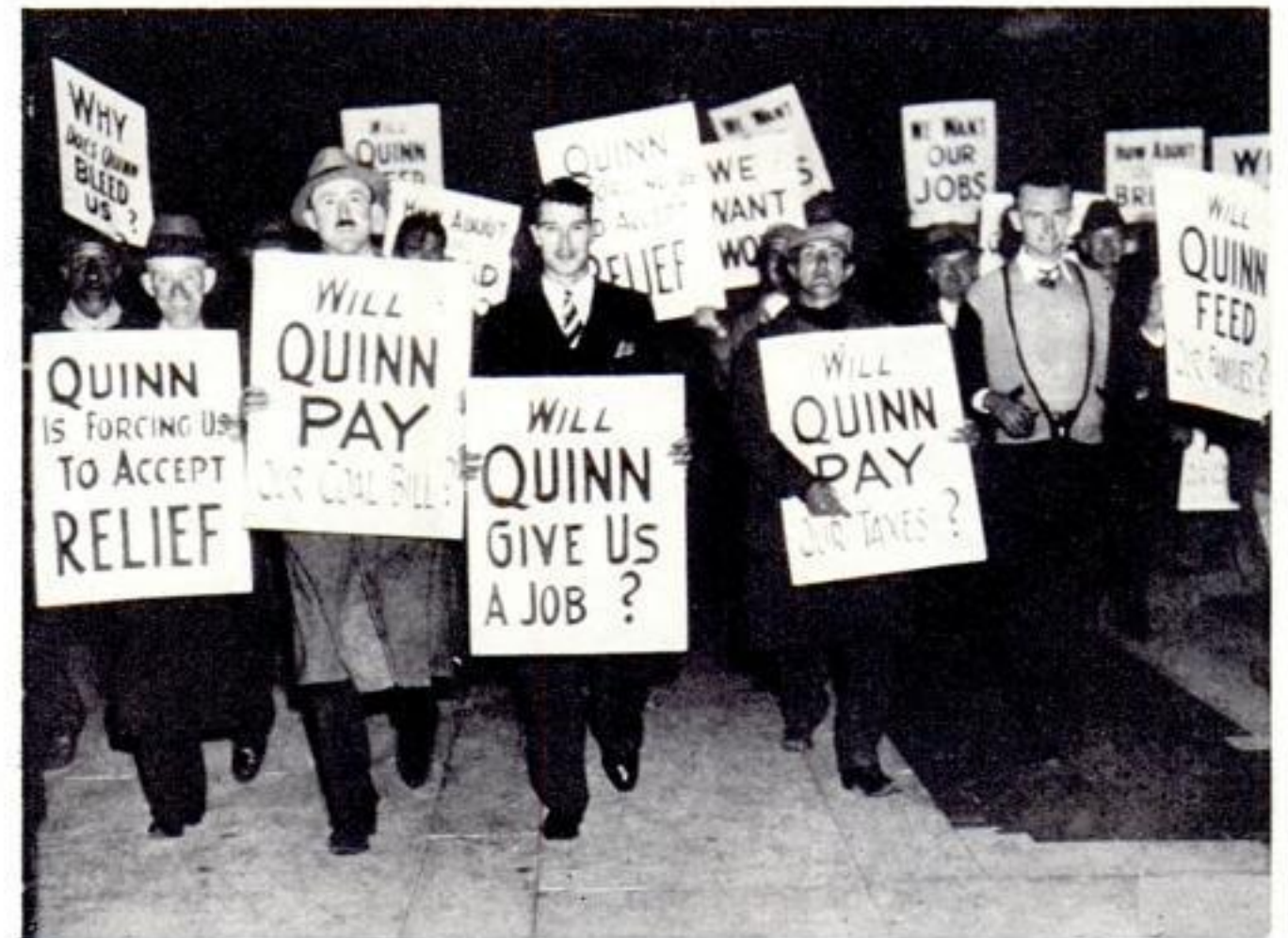
Generous introductory tube of Glider
The J. B. Williams Co., Dept. L-11-8, Glastonbury, Conn., U.S.A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name _____
Street & No. _____
City & State _____

"War of the Wild Irish Roses" (continued)



Besieging the militia are no revolutionists, no armed racketeers but many small boys and curious idlers. For his services each Guardsman is receiving \$1.50 a day.



Angry employees of the Narragansett race track, thrown out of work by Governor Quinn's edict, picket the State House at Providence to focus attention on their plight.



Infant son of Louis W. Capelli, Gov. Quinn's Secretary of State, narrowly escaped kidnapping, Oct. 21. The attempt was taken as confirmation of Quinn's charge that Narragansett track had attracted underworld characters into Rhode Island.

Cruise into SUNSHINE with Greyhound

Do it on pocket money— see America as you go!

White surf racing up a slope of bright sand, under lazy sunshine—white sails flashing over blue water . . . what a glorious picture to charm a frost-chilled northerner, as winter sets in! With Greyhound to help, you can put yourself right in this picture—collect a healthy sun tan, some grand memories and a new disposition—all at scarcely more cost than staying home.

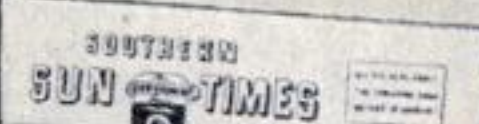
Any Greyhound bus station offers an open door to the most delightful of the nation's winter vacation spots. You will see America intimately, close-up, going one way and returning another at no extra fare. Round-trip rates save 20% on the return trip—and you can stay nearly six months at this extra saving.

FLORIDA Winter resort magnet of first magnitude, for all the northeast and midwest! Crack Greyhound schedules (with the famous Super-Coach) go through in short time to Jacksonville, Palm Beach, Miami, Key West, St. Petersburg, Tampa, lovely interior cities.

GULF COAST Make "Way Down Upon the Suwannee River" a delightful experience—not just a song! All Greyhound routes lead to New Orleans' hilarious Mardi Gras. A score of colorful Gulf Coast Cities invite winter bathing, deep-sea fishing.

CALIFORNIA The Golden State for a golden tan—on beaches close to orange orchards, old missions, movie colonies—an hour's drive from Alpine winter sports. See San Francisco's mighty bridges, and the 1939 exposition now building.

SOUTHWEST On a loop trip to the Southwest by Greyhound, visit San Antonio and the Alamo, the Texas Riviera, old Mexico at Juarez—return via the Grand Canyon, and romantic Indian country through Arizona, New Mexico, Colorado.



PRINCIPAL GREYHOUND INFORMATION OFFICES

Cleveland, O. E. 9th & Superior
Philadelphia, Pa. Broad Street Station
New York City. 245 W. 50th Street
Chicago, Ill. 12th & Wabash
San Francisco, Cal. Pine & Battery Streets
Ft. Worth, Tex. 905 Commerce Street
Boston, Mass. 222 Boylston Street
Washington, D. C.
1403 New York Avenue, N. W.
Detroit, Michigan
Washington Boulevard at Grand River

St. Louis, Mo. Broadway & Delmar Blvd.
Charleston, W. Va. 155 Summers Street
Minneapolis, Minn. 509 Sixth Avenue, N.
Lexington, Ky. 801 N. Limestone
Memphis, Tenn. 527 N. Main Street
New Orleans, La. 400 N. Rampart Street
Cincinnati, Ohio 630 Walnut Street
Richmond, Va. 412 E. Broad Street
Toronto, Ont. 1501 Royal Bank Bldg.
London, England
A. B. Reynoldson, 49 Leadenhall Street

FREE—THESE BRIGHT INFORMATIONAL BOOKLETS ALL ABOUT WINTER VACATIONS

Mail this coupon to nearest Greyhound information office, listed at left, if you want any of the following: Exciting photo section, "Southern Sun-Times", all about Florida, Gulf Coast, and New Orleans ☐. Colorful booklets "California, All the West" ☐, "Across America Through Southwest" ☐. Please check the one desired.

Name _____

Address _____

1F-11

AFTER THE GAME...



THINK BEFORE YOU DRINK
Say Seagram's
AND BE SURE!

Say Seagr

SAY SEAGRAM'S

At the bar, at the club or at home— Be Sure of Finer Taste

For 80 years men have enjoyed the luxury of Seagram's finer tasting whiskies. The careful craftsmanship that governed The House of Seagram back in 1857 has been faithfully followed through four generations. To-day the public accepts the name "Seagram" on a label as a symbol of unvarying quality that wins respect wherever it is seen.

If you like a whisky of rare, distinctive character—you can make no better choice than that finer imported 6 year old whisky—Seagram's "V.O." . . . Or if your taste runs to a hearty masculine whiskey—try Seagram's Pedigree—an 8 year old Bonded Whiskey of superlative quality. Even more widely known are Seagram's popular priced Crown Blended Whiskies—finest of the finer blends. And when the occasion calls for gin drinks, you will find that Seagram's King Arthur Gin makes a perfect Martini—the real test of a smooth mixing gin. Whichever way you choose to celebrate, "Think before you Drink . . . say Seagram's—and be sure!"



TOM AND JERRY—Beat up white and yolk of one egg separately—mix. Add a tablespoon of sugar, 1 dash vanilla. Put tablespoon of mixture into mug, add 2 oz. Seagram's Crowns—Five or Seven. Fill with hot water and serve. A fine warming drink for "after the game".

SEAGRAM'S "V.O." RARE OLD CANADIAN WHISKY

Distilled, Aged and Bottled under the supervision of the Canadian Government. 6 years old. 90 Proof.

SEAGRAM'S PEDIGREE STRAIGHT BOURBON WHISKY

Distilled in Canada, 8 years old. Bottled in Bond under the supervision of the Canadian Government. 100 Proof (Rye or Bourbon).

SEAGRAM'S 7 CROWN BLENDED WHISKY

The straight whiskies in this product are 5 years or more old, 37½% straight whiskies and 62½% neutral spirits distilled from American grains. 90 Proof.

SEAGRAM'S 5 CROWN BLENDED WHISKY

The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. 90 Proof.

SEAGRAM'S KING ARTHUR DISTILLED LONDON DRY GIN

90 Proof. Distilled from 100% American Grain Neutral Spirits. Copr. 1937, Seagram-Distillers Corp., Offices: N. Y.



PEDIGREE MANHATTAN—For each drink, use ½ Italian Vermouth, ½ Seagram's Pedigree Whiskey. Ice, stir well, strain into a cocktail glass. Add a Maraschino cherry.



A "V.O." OLD-FASHIONED—½ lump sugar in a teaspoonful of water. Crush sugar. Dash of Angostura Bitters . . . 2 oz. of Seagram's "V.O.", a couple of cubes of ice and a twisted lemon peel.



GIN SLING—For each drink, 1 lump sugar in Old Fashioned glass. Crush sugar, then squeeze oil from peel of 1 lemon. Add 2 cubes ice, 2 ounces Seagram's King Arthur Gin. Nutmeg optional.

AND BE SURE

FINE WHISKIES SINCE 1857

What a Difference Maybelline does Make!

What a Truly Marvelous Improvement **MAYBELLINE** Eye Beauty Aids Do Make!

DO YOU carefully powder and rouge, and then allow pale, scanty lashes and scraggly brows to mar what should be your most expressive feature — your eyes? You would be amazed at the added loveliness that could be so easily yours with Maybelline Eye Beauty Aids!

Simply darken your lashes into long, curling, luxuriant fringe with the famous Maybelline Mascara—in either the economical Solid-form or the popular Cream-form—see how your eyes appear instantly larger and more expressive. Absolutely harmless, non-smarting, and tear-proof. Keeps your lashes soft and silky and tends to make them curl. At any cosmetic counter — only 75c.

Now a bit of Maybelline Eye Shadow blended softly on your eyelids, and notice how your eyes immediately take on brilliance and color, adding depth and beauty to your expression!

Form graceful, expressive eyebrows with the smooth-marking, easy-to-use Maybelline Eyebrow Pencil. A perfect pencil that you will adore.

Every time you squint or blink your eyes the tender skin around your eyes is creased, encouraging wrinkles. Help to avoid these crow's feet, wrinkles and laugh lines — keep this sensitive skin soft and youthful — by simply smoothing on Maybelline Eye Cream each night.

The name Maybelline is your absolute assurance of purity and effectiveness. These famous products in purse sizes are now within the reach of every girl and woman—at all 10c stores. Try them today and see what an amazing difference Maybelline Eye Beauty Aids can make in your appearance.



Maybelline famous, economical Solid-form Mascara, in brilliant gold metal vanity. Black, Brown, Blue. 75c. Refills 35c.



Maybelline popular Cream-form Mascara, with Brush, in dainty zipper bag. Black, Brown, Blue. 75c.



Maybelline smooth-marking Eyebrow Pencil. Colors to match your Mascara. Black, Brown, Blue.



Maybelline creamy, harmonizing Eye Shadow. Blue, Blue-Gray, Brown, Green or Violet.



Maybelline Eye Cream—to soften, protect and smooth the tender skin around your eyes.



AFTER TWELVE YEARS GRETA GARBO WANTS TO GO HOME TO SWEDEN

The recluse of Hollywood longs for the scenes of an unhappy childhood

The probably immortal sentence, "Ay tank Ay go home to Sveden," was uttered by Garbo in 1927. She has postponed her departure for ten years, long enough to lose her Swedish accent, but Hollywood firmly believes that some day she will go and not come back.

Greta Garbo's youth, to all appearances, was not pleasant. The daughter of a machinist, she grew up in near-poverty and loneliness. When she was 14, she went to work soaping chins in a barbershop. Her career began when she got a job modeling hats for Bergstrom's department store in Stockholm and was seen by a smalltime movie producer. Through him she met Mauritz Stiller, the great Swedish director, who took her to Hollywood in 1925.

The recluse of Hollywood now lives with a housekeeper in Santa Monica. She has made few friends. Occasionally she is cordial to strangers but more often she will run away rather than meet them. She rarely goes out socially, though a story circulates that a prominent lady of the movie colony went into her kitchen one night and found Garbo sipping coffee with the Swedish maid. At the studio, an unbreakable rule bars all visitors from the Garbo set and once, when her co-star John Barrymore brought Arthur Brisbane on the set, Garbo asked him to leave.

In twelve years she has never owned a house in America but in 1936 she bought an estate outside Stockholm. Having finished *Conquest* (see p. 40) she will soon go there to spend a few months or many.



Garbo's birthplace was this apartment house, not much better than a tenement, at 32 Blenkegagten in Stockholm. The date: Sept. 18, 1905. The name: Greta Gustafsson.



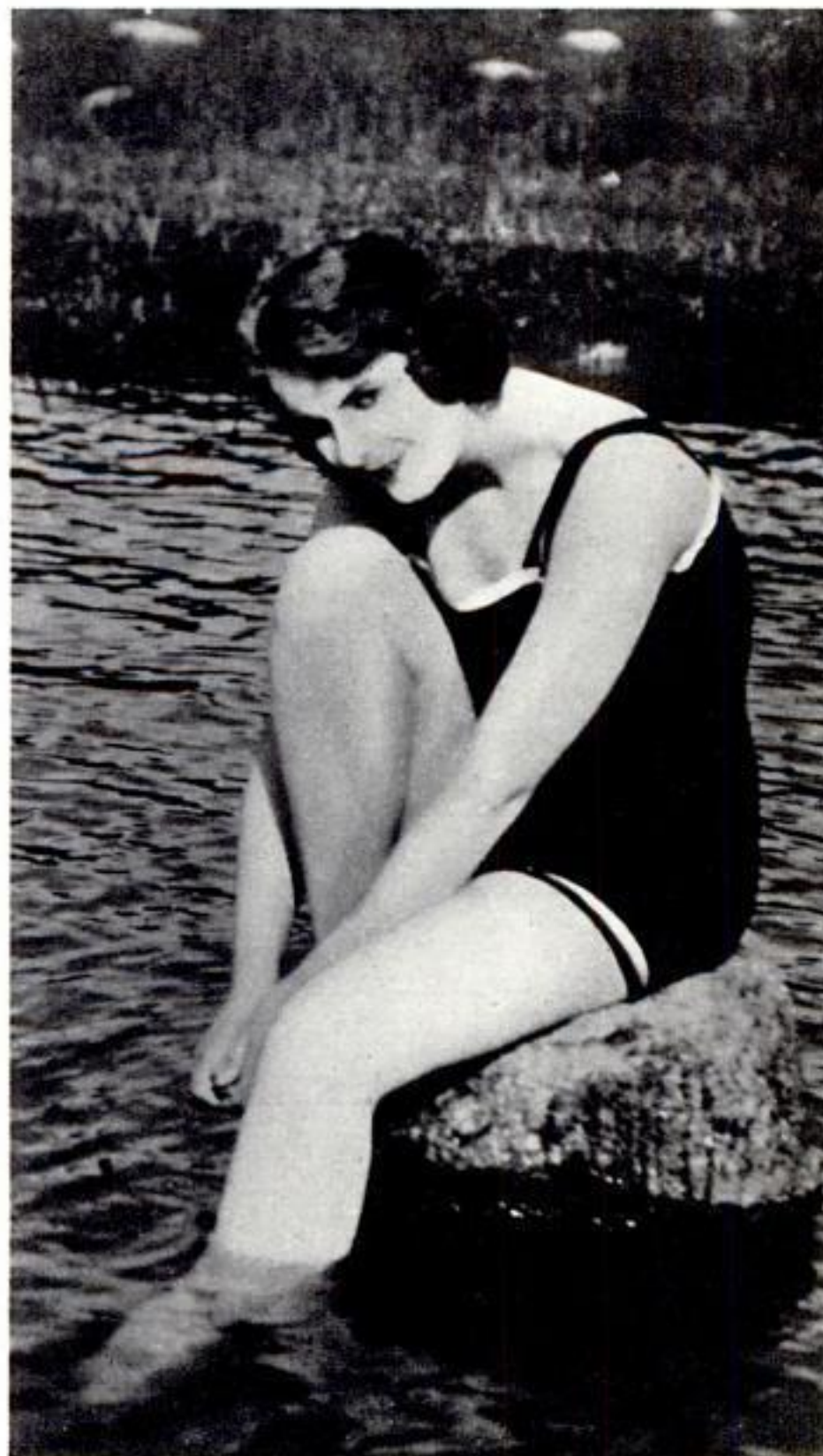
Garbo's barbershop, where she held her first job, is marked by this "Frisor" (Barber) sign in Stockholm. She soaped men's faces, cleaned the razors and washed the towels.



Garbo at 13 was as tall (5 ft. 6 in.) as she is today. Her size added to the painful sensitiveness which kept her from ever playing childish games with her schoolmates.



Garbo's schoolroom was barren and gaslit. Greta is the big girl in the back row with the checkered blouse and pig-tails. Classmates say she hated the confinement of school.



Garbo at 17 began posing in Swedish ponds for publicity pictures. This one was made to advertise a Swedish comedy film *Peter the Tramp*, in which she had her first role.

CONTINUED ON NEXT PAGE



Help yourself to
**GOOD
HEALTHY HAIR**

—and you'll help yourself to a big measure of good looks. Well groomed men and women alike know by experience that 'Vaseline' Hair Tonic helps one to have . . . and many times to keep . . . a good looking head of hair. Just do these two easy things: Keep the scalp fit, clean and in tone with regular 'Vaseline' Hair Tonic massage before each weekly shampoo: Keep the hair neat with a daily application of 'Vaseline' Hair Tonic. Made only by Chesebrough Mfg. Co., Cons'd., 17 State Street, New York.



EVERY WEEK massage the scalp well with 'Vaseline' Hair Tonic before shampooing to help overcome dandruff, dryness.



EVERY DAY brush three or four drops of 'Vaseline' Hair Tonic into the hair to keep it neat and well groomed the day through.



40¢ and 70¢

Vaseline
REG. U.S. PAT. OFF.
HAIR TONIC

Copy. 1937, Chesebrough Mfg. Co., Cons'd.

Greta Garbo (continued)



Garbo in a Swedish comedy, *Peter the Tramp*, got her start as an actress. The film was made about 1922 and was a Scandinavian equivalent of the Hal Roach comedies, then greatly admired. Garbo is the sturdy-legged bathing girl in front.



Garbo in the rain with Ricardo Cortez made her first American movie, *The Torrent* (1926). According to one reviewer, "the love scenes burned with flaming passion." Garbo was learning English, her first word reputedly having been "applesauce."



Garbo in John Gilbert's embrace again made passionate love in *Flesh and the Devil* (1927). Garbo friends believe that Gilbert, who died in 1936, was her only real love. She once went to Mexico intending to marry him, but hid and fled home.

CONTINUED ON PAGE 84

At Home... *afloat!*



5¢
2 GLASS SIZE
10¢
FAMILY SIZE

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

Because of the real Root Juices
HIRES HAS A FINER FLAVOR
than imitation root beers

NOW lower prices for bigger bottles of delicious Hires!
Always refreshing and healthful... all the time... every-
where... at home or office, while shopping or driving... for sale
at groceries, restaurants, refreshment stands. Always insist on
genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good - It's good for you

The Charles E. Hires Company, Philadelphia.

SEE WEATHER RAGE IN "THE HURRICANE"

*A smashing reminder for you to Prepare
for Fair Weather or Foul this Winter*



WARNING OF THE HURRICANE...

"Hurricane Coming," say the weather instruments in Samuel Goldwyn's \$2,000,000 production, "The Hurricane." And fear seizes this resident of the South Seas. Watch for this gripping picture based on the book by Nordhoff & Hall, authors of "Mutiny on the Bounty" and "Pitcairn's Island."

THE HURRICANE STRIKES...

Warned of the coming hurricane, the islanders seek refuge from the screaming tempest. But some are caught in the surging sea. The scenes are tremendous in their picturization of human struggles to escape destruction. Jon Hall, Mary Astor, C. Aubrey Smith and Raymond Massey are featured players, but the Weather is a star actor.



FOR STORMS IN THE SOUTH SEAS OR WHERE YOU LIVE THIS WINTER...

You may never see "Hurricane" weather, but you may experience plenty of "dirty" weather this winter at home. Let a Taylor Stormoguide warn you of it, as instruments gave warning of the hurricane in the South Seas. Use Taylor Thermometers indoors and out. And when Taylor Instruments tell you about the weather, be ready to protect health and comfort—at work or play.

NATIONAL WEATHER WEEK IS THE TIME...

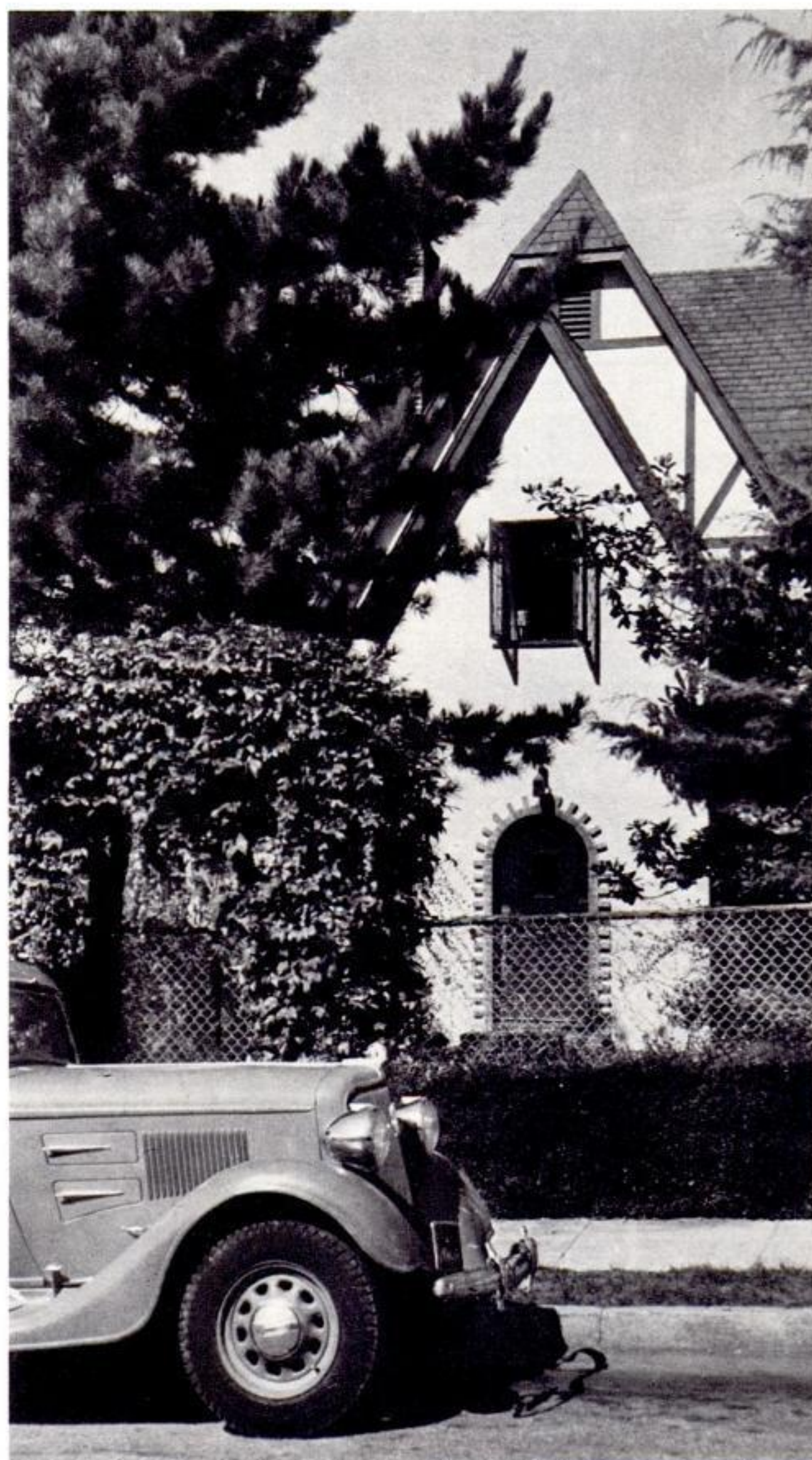
From November 6th to 13th stores throughout the country will help you prepare for weather changes with all you need—from blankets to umbrellas... from cans of anti-freeze to weather-stripping. This special week is sponsored by makers of Taylor home thermometers and weather instruments. Visit the store displaying the Weather Week Emblem. Taylor Instrument Companies, Rochester, N. Y.



Taylor INSTRUMENTS

Every Taylor Instrument bears the Taylor name and a Five-Year Guarantee of Accuracy

Greta Garbo (continued)

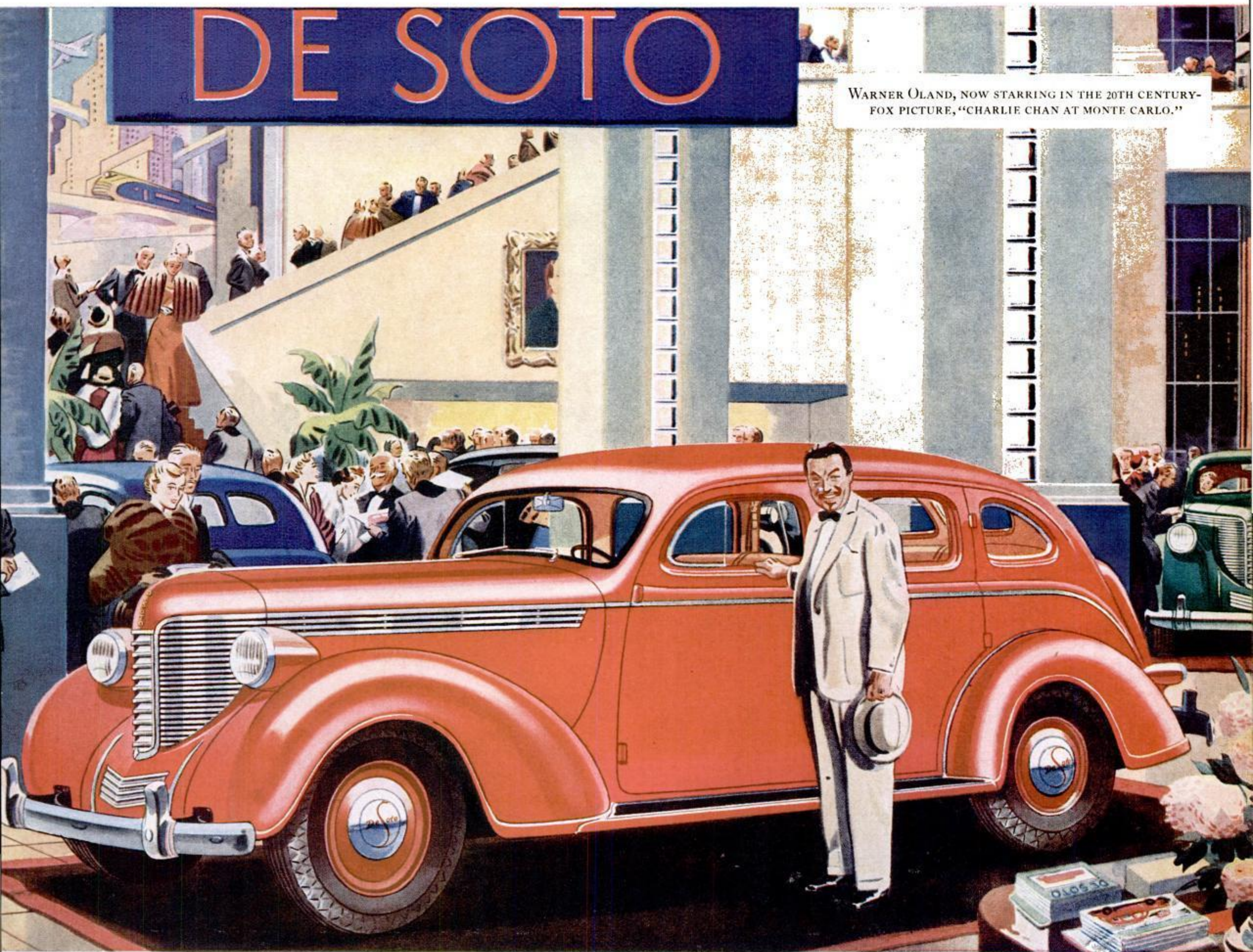


Garbo's home, newly leased, is this small, plain stucco house on a hillside street in Santa Monica. A stout steel fence and thick trees keep out prying eyes, but neighbors report that piano music can be heard from the house at all hours.



Garbo's guardian is a police dog which lurks inside her fence. One of those whom the dog has learned to pass is Conductor Leopold Stokowski, a frequent visitor. When Mrs. Stokowski left for Reno, gossips linked his name with Garbo's.

CHARLIE CHAN AT THE AUTO SHOW



WARNER OLAND, NOW STARRING IN THE 20TH CENTURY-FOX PICTURE, "CHARLIE CHAN AT MONTE CARLO."

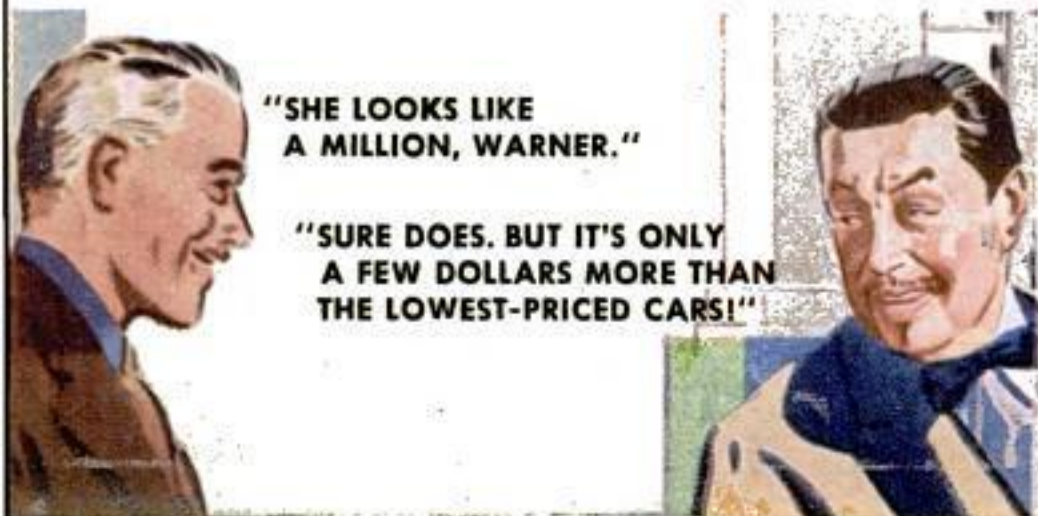
Warner Oland was quick to "detect" the Extra Value in this Great New De Soto

DARNED CLEVER, these movie stars! Romantic, yes—but *practical*, too. That's why so many drive De Soto!

Warner Oland, for example. Like thousands at the auto shows, this great star was impressed by De Soto's advanced styling and luxurious comfort. He drove one... liked it... and now he owns a De Soto.

Drive this great new De Soto yourself. You'll be amazed at its "lightning-fast" pick-up... its smooth, relaxing ride on roughest roads... its effortless handling... the quick response of its *bigger* hydraulic brakes!

The price? Just a few dollars above the lowest... and this *big* car actually costs no more to run than most *small* cars! See your De Soto dealer today. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



"SHE LOOKS LIKE A MILLION, WARNER."

"SURE DOES. BUT IT'S ONLY A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS!"

IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Lightning-fast" pick-up... Improved 93-h.p. "Economy Engine." 2. Patented Floating Power engine mountings. 3. Longer wheelbase... 119 inches. 4. Bigger hydraulic brakes. 5. Easier shifting. 6. Safety-steel body rubber-mounted on a bigger, stronger frame. 7. Luxurious Safety Interior. 8. "Cushioned" ride with airplane-type shock-absorbers. 9. Easier steering... "no road-shock." Ask for Official Commercial Credit Company Finance Plan.

TUNE IN MAJOR BOWES' AMATEUR HOUR—COLUMBIA NETWORK—THURSDAYS, 9 TO 10 P. M., E. S. T.

SEE YOUR DE SOTO DEALER

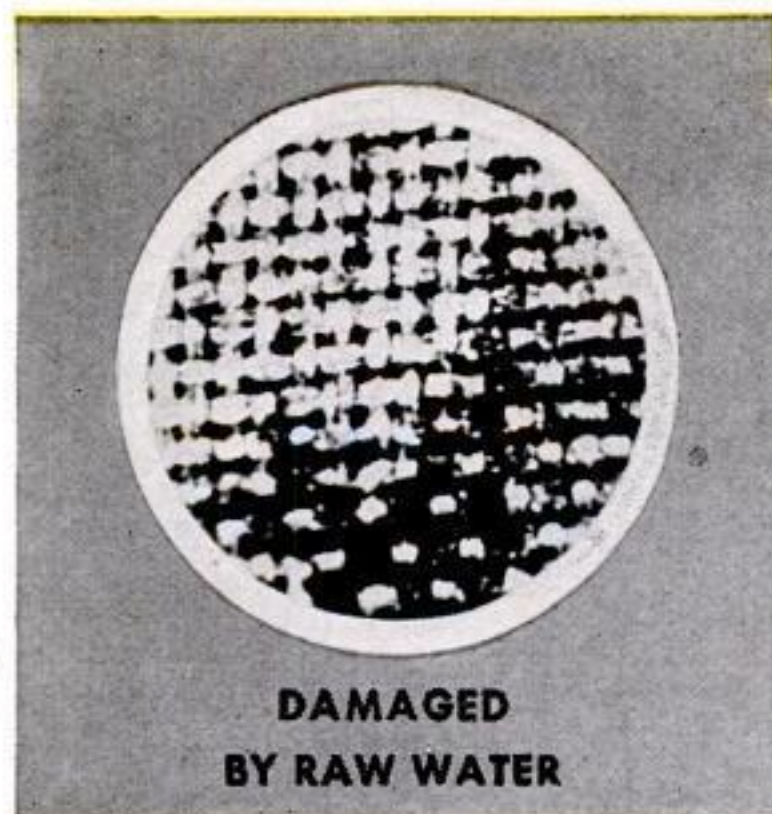
FOR A
GREAT CAR, FINE SERVICE
AND A SQUARE DEAL



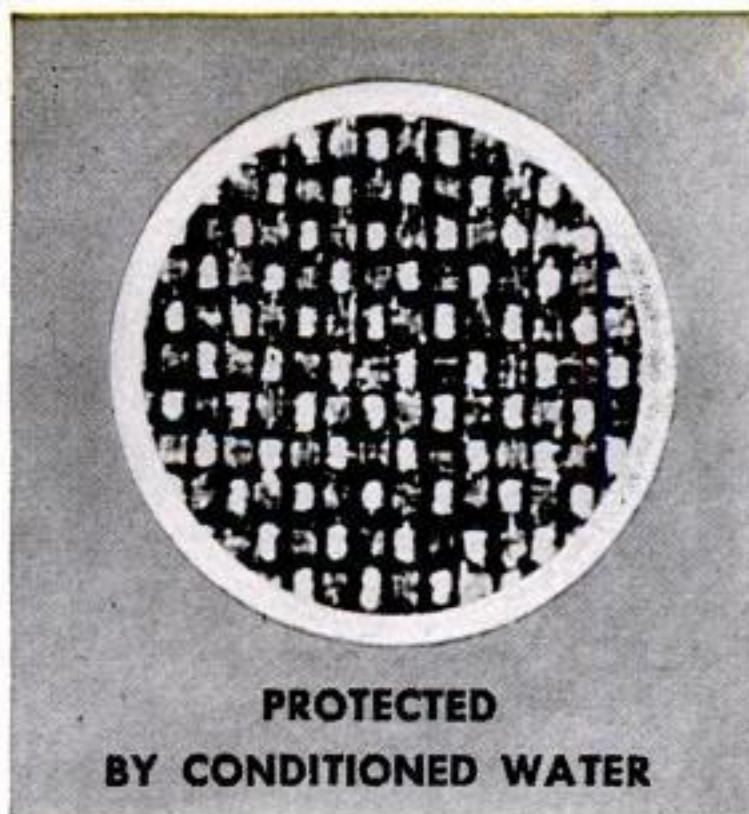
PERMUTIT CONDITIONED WATER GIVES

DON'T LET **RAW** WATER

ruin your clothes!



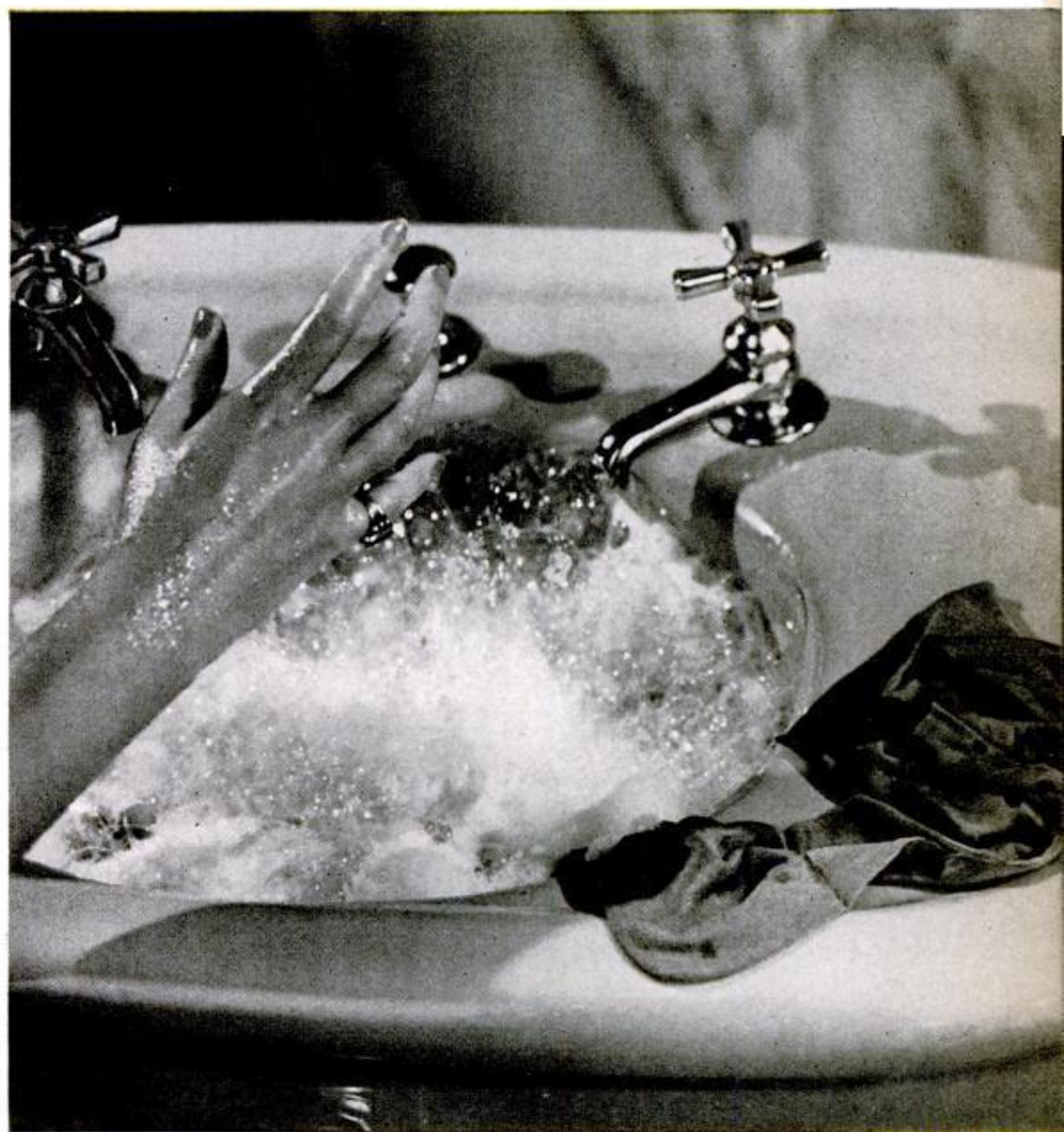
**DAMAGED
BY RAW WATER**



**PROTECTED
BY CONDITIONED WATER**

This photomicrograph above, shows how the "hardness" in raw water causes soap to deposit curds on fabrics. These curds then dry, stiffen, make fibers crack, cause premature wear. No fault of the soap, raw water causes millions of dollars of damage to clothing.

Protected by Conditioned Water, above, fabrics wash clean. Permutit Water Conditioning removes all harsh minerals from water, cuts household expenses, gives delightful soft water. With just a touch of soap it makes copious sparkling suds, as shown at the right.



Raw water may be good to drink but it contains hardness, which combines with soap and is bad for bathing, laundering and shaving. Raw water also may deposit scale in plumbing, be corrosive, dirty, cause iron stains or have an unpleasant taste or odor. These troubles can be corrected by Permutit Water Conditioning Equipment. Perfected by industrial and technical applications, Water Conditioning by Permutit is used by millions of people every day. 25 years experience of the world's largest maker of water conditioning equipment makes possible the low price and dependability of the new household models.

SAVE 32¢ A DAY And it now costs only 25¢ a day to buy this latest, fully automatic, Permutit Water Softener! There are other hand-operated, single valve models to fit even the smallest budgets. Add no chemicals. Ask the Permutit dealer for free home trial.

DISTRIBUTORS: Permutit Water Conditioning Equipment is wanted in every section of the country. It is today's household necessity. It has an irresistible appeal—it is a personal luxury that saves its own cost. Valuable exclusive Permutit Franchises are still available to responsible firms. Write us today.

Permutit

WORLD'S LARGEST SPECIALIST IN

Water Conditioning

THE PERMUTIT COMPANY, 330 WEST 42ND STREET, NEW YORK CITY
A COMPLETE WATER CONDITIONING SERVICE! RECOMMENDATIONS AND ANALYSIS FREE.

THE PERMUTIT CO., DEPT. L-11, 330 W. 42ND ST., N. Y. C.

Please give me information about conditioning my water supply. I have checked the water troubles I wish corrected.

- ☐ Water is hard ☐ Water contains iron
☐ Water is dirty ☐ Water is corrosive
☐ Water has bad taste or odor
☐ Send Dealer Merchandising Plan

Name.....

Address.....

City.....State.....

County.....

YOU BEAUTY, SAVES WORK; SAVES MONEY

The Last Word in Pipes



**FLAME GRAIN
KAYWOODIE**

Shape Illustrated: No. 09B

\$10

If your dealer doesn't have these beautiful pipes, he will get them for you to see. Or write our New York office, International Building, Rockefeller Center.

KAYWOODIE COMPANY

NEW YORK and LONDON
World's Leading Pipe-Makers

COPYRIGHT 1937, KAYWOODIE CO., INC.

Sooner or later, you'll own a Flame Grain Kaywoodie—even if you have to give it to yourself for your birthday or for Christmas. It's something to be unusually proud of—something to boast about. For Flame Grain Kaywoodie is the finest of all pipes. Like the perfect Oriental pearl, it is *found*—not made. And it can't be imitated.

Among five thousand picked pieces of briar, there are only *eight* or *nine* Flame Grain—a dozen, if the luck is good. Only the very old

briar roots produce the deep, exquisite "grain patterns" that are Flame Grain. These old roots grow to massive proportions. Many of them are four hundred years old. They represent—in Briar—the survival of the fittest.

Kaywoodie uses immense quantities of briar yearly—about 11 million pieces. That is why we can offer you Flame Grain Kaywoodie for \$10. It's a rare and fine product of Mother Nature—the most beautiful thing in wood—"The Last Word in Pipes."

"THE GAME:" AN OLD PASTIME WHICH IS SWEEPING AMERICA IN NEW VERSIONS



PAY . . . This is a re-enactment of The Game. "Pay" is indicated by drawing money from purse.



AS YOU . . . "YOU" is indicated by pointing the index finger. Average guessing time is 2 min.



ENTER . . . You enter the room. Pictures for LIFE by Janet MacLeod (LIFE's cover, Oct. 18).

A new game is sweeping America. It is really an old game—our grandfathers called it charades—but Artist Neysa McMein and her husband John Baragwanath, of Long Island, revised it and gave it a name. It is called "The Game." From swank Long Island it swept on to New York's swank Waldorf-Astoria where, on Oct. 25, 110 members of New York's smartest society spent an hilarious evening playing it. Now it is spreading across the continent.

Here is how it goes:

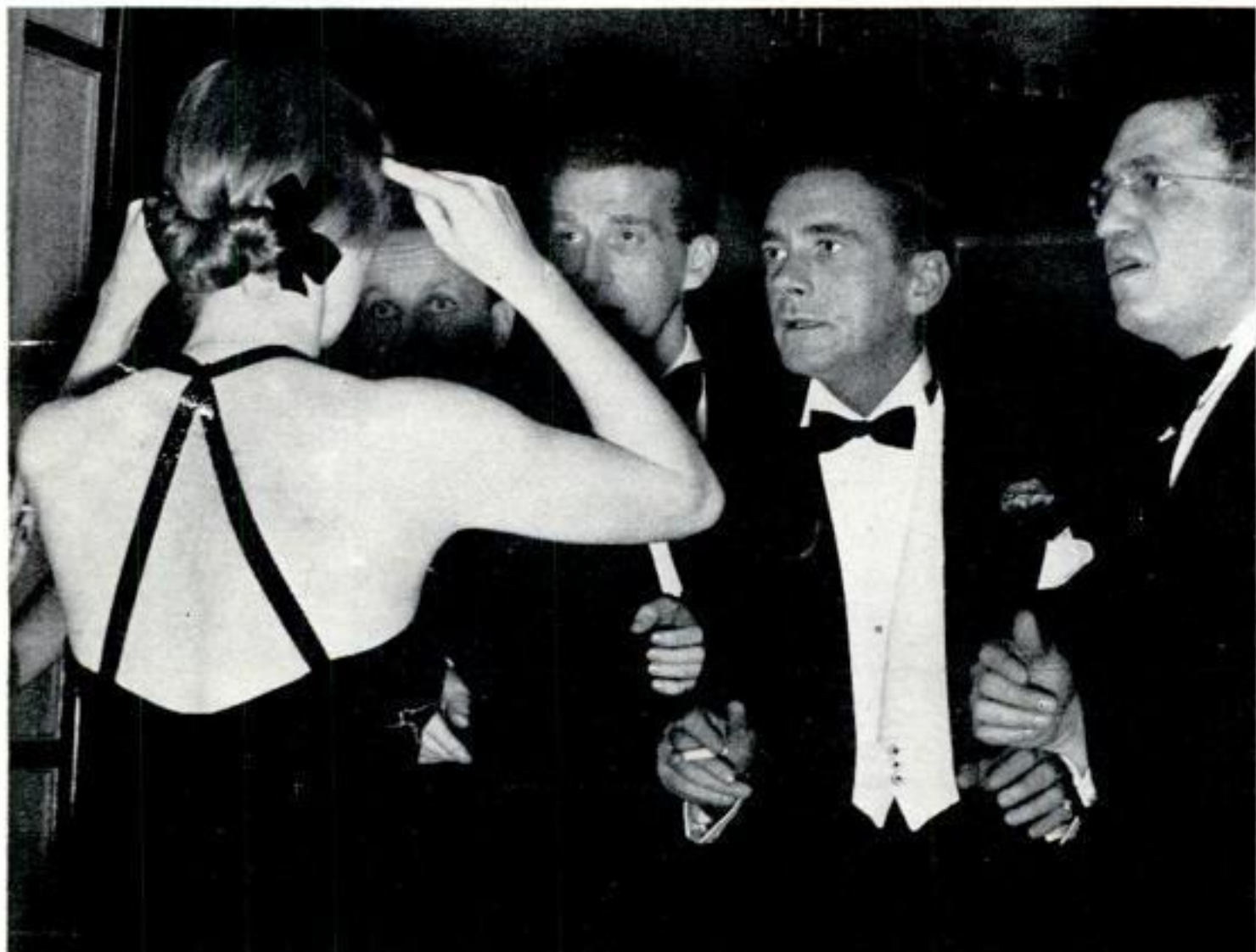
Guests are divided into two or more teams, each with a captain, each in a separate room. A neutral referee is placed in still another room. At a signal, the captains rush into the referee's room and are given the first of ten slogans, mottoes, titles or phrases such as "Over the hill to the poorhouse," "One swallow does not make a summer," "Look before you leap," "The foolish virgin," or "It's never too late to mend." Each captain then runs back to his room and acts out the phrase, answering only yes or no to questions. When one of his team guesses right, he runs back to the referee for the next phrase. First team through the ten phrases wins.



"The tortoise and the hare" at the Waldorf-Astoria party, Oct. 15, got this treatment from Mrs. Julien Chaqueneau. She crawled for tortoise, hopped up and down for hare.



"No matter how bad she is, she's still my mother" resulted in a long pantomime which reached this dramatic climax by Mrs. Donald Ogden Stewart. This was hard to solve.



"Hell, said the duchess," was enacted by Mrs. William Rhinelander Stewart who pointed first to the ground and then to her mouth before adjusting an imaginary coronet on her head. Her team won a silver cup which is still open to challenge by other Game players.



"The passion flower" evoked this portrayal of passion from Neysa McMein toward startled Clifton Webb (second from right). To indicate "flowers" she pointed beyond William Randolph Hearst Jr. and Mrs. William Rhinelander Stewart to a corsage.

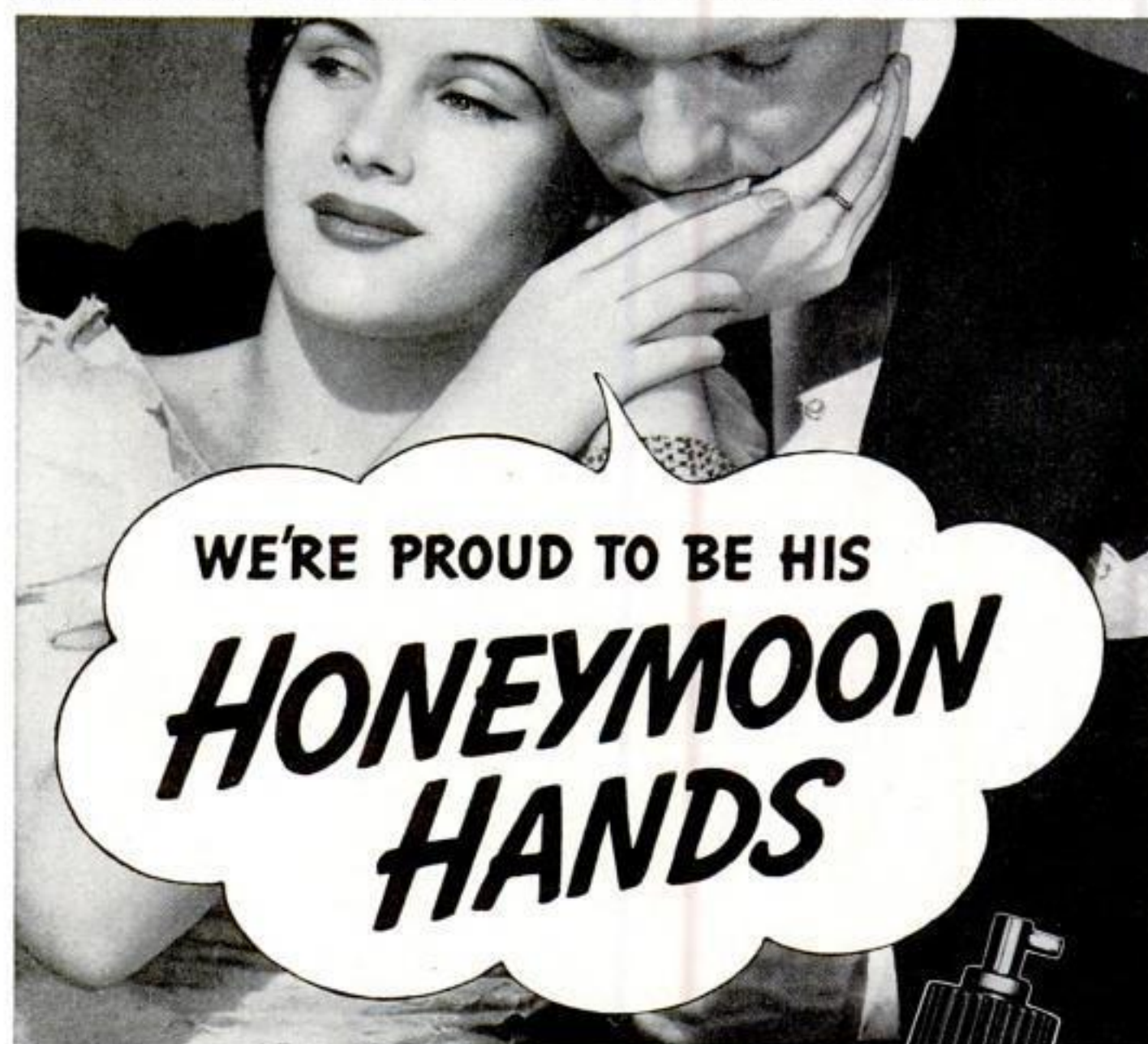
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If red, chapped hands could only talk after *Washing Windows*



WASHING windows makes a "mess" of tender hands...especially on nippy-cold days! Harsh soaps, ammonia water, and wind roughen skin...cause scratchy hang-nails! No wonder your hands don't get loving kisses! Help them be soft again.

USE HINDS! It's extra-creamy...works fast. Every drop does its bit to soften harsh, dry skin...comfort red, work-abused hands. With the "sunshine" Vitamin D in it, Hinds helps your hands feel smoother, more romantic than ever!

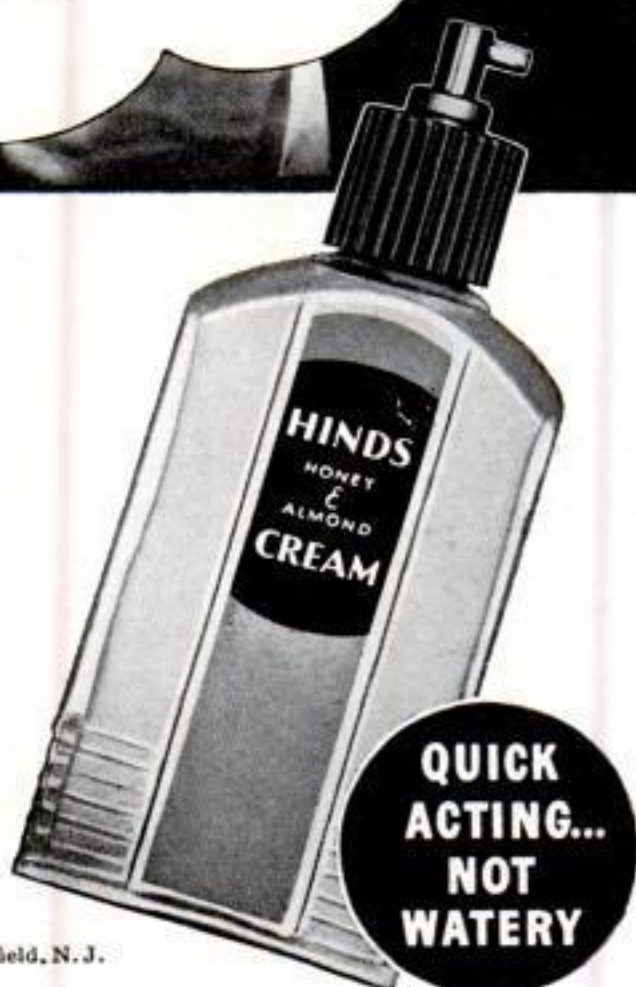


EVEN one application of Hinds makes workaday hands more thrilling. Smoother to his touch...not a bit "scratchy." Use faithfully—before and after exposure, before and after household jobs. Hinds helps put back the softness that wind, cold, heat, hard water, and dust take away. Gives you the smooth, feminine hands that men like to hold! Hinds Honey and Almond Cream comes in \$1.00, 50c, 25c, and 10c sizes. Dispenser free with 50c size—attached to bottle, ready to use!

Copyright, 1937, Lehn & Fink Products Corp., Bloomfield, N. J.

HINDS

HONEY AND ALMOND CREAM *FOR HONEYMOON HANDS*



The Game (continued)

Although The Game is new, variants have already sprung up. On this page is one tried out Oct. 6 at a convention of wholesalers in White Sulphur Springs, W. Va. Each contestant was supplied with a loaded box camera, some flashbulbs and a phrase such as "life's darkest moment," or "hold everything." Though some had never used a camera before, they turned in amazing pictures. Photos were developed overnight, prizes awarded next morning. First prize and honorable mentions are shown below.



Armed with cameras, flashbulbs and phrases, The Game players scattered. Winners of the first prize scoured the landscape for a cow left overnight in a pasture. They found one twelve miles out, took the picture below to fit the phrase...



HOLDING THE BAG



A MINOR OPERATION



HAVING HER FACE LIFTED

THESE LITTLE GIRLS GOT THE MOST SILVER OUT OF A DOLLAR



1. This Little Girl Went To Market—and she had to market most thriftily. So when she saw some perfectly stunning flatware in a window, she was sure her budget would say, "No!" But she stopped in anyway, just to ask—and ordered a set on the spot! Reason: It was Wm. Rogers & Son, the famous reinforced silverplate—at a price that was good news!



2. This Little Girl Stayed Home—but she ordered her beautiful new silver just the same—by phone. And why not? She saw the pattern her heart longed for in the Wm. Rogers & Son page in *LIFE*. And she had only to see, on delivery, that it bore the Wm. Rogers & Son (IS) hall-mark to be sure it was made by the International Silver Company, world's largest makers of fine silverware.




3. This Little Girl Had Roast Beef—and her first dinner party was a dazzling success. Not the least of its success was due to the impression made by her impeccable silver service—all lovely, luxurious pieces from her Wm. Rogers & Son "Chest of Plenty." Remember—the rich, walnut-grained, prevent-tarnish chest is free. And a 26-piece Wm. Rogers & Son set is offered at only \$16.75.

4. This Little Girl Cried, "Gardenia, Gardenia, Gardenia!"—all the way home...after seeing for the first time this popular new Wm. Rogers & Son pattern. All patterns carry a full replacement guarantee. (Shown, l. to r., "Georgie," "Burgundy," "Gardenia.")

Wm. Rogers & Son · REINFORCED SILVERPLATE

INTERNATIONAL SILVER COMPANY, MERIDEN, CONNECTICUT

The GRIZZLY BROGUE



Character in Shoes

THE GRIZZLY BROGUE—the answer to a college man's demand—and its cushion of comfort will bring sheer joy to any man's feet. Should the going get nasty the weather-proof uppers will barge him into port with his socks as dry as a chip, yet these same uppers take a polish like a mirror.

Wing Tip, as illustrated, No. 3036 - Also Plain Toe model, No. 3035

O-SO-EZ-E Styles \$7.50 CRAFTSMEN Styles \$6.00

THE Taylor-Made SHOE

Built by E. E. TAYLOR CORP., Brockton, Mass.

RECORD BREAKERS

By playing every game for over ten years, Murray Murdoch, New York Rangers hockey star, has set a record never approached in major league hockey!

3,600 miles, "mushed" David Irwin, Missouri explorer, to set a world's record for the longest polar dog-sled journey ever made by a white man alone!

Sprinting 1/8 of a mile in the sensational time of 11-3/5 seconds, Willie Honeman, pro bike racer, established a world's record.



MORE PEOPLE BUY HIRAM WALKER'S GIN THAN ANY OTHER KIND...

... because of its championship performance in cocktail or Collins. There's extra enjoyment in its wonderfully smooth flavor—thanks to Controlled Condensation, Hiram Walker's exclusive flavor-control process. Try Hiram Walker's Gin and taste for yourself!

HIRAM WALKER & SONS, PEORIA, ILLINOIS

Hiram Walker's
DISTILLED LONDON DRY GIN
DISTILLED FROM GRAIN



SPORT

SIX-MAN FOOTBALL TEAMS ARE ON THE BOOM

First played only three years ago, six-man football has become the fastest growing scholastic sport in the U. S. Today it is played by 700 schools which are too small to provide money and players enough for a regular eleven-man football team. The six-man game uses a smaller field and a more open passing game but otherwise is almost exactly like the eleven-man game.



The Nehawka, Neb., team goes into a huddle, just like any eleven-man team, for its six-man football game against Thurman, Iowa, on Oct. 21. Nehawka won, 20-7.



The team lines up with a centre and two ends as the line, three men as the back-field. Normally, anyone but the centre is eligible to receive a forward pass.



The running back (above) did not get the ball from centre. The back who receives centre's pass may not cross scrimmage with ball, must pass it to another player.

NO "CHECK-UP" NECESSARY

How many times have you given your trousers a quick "check-up" before facing the world? This is unnecessary—with the neatness and security of the TALON fastener!

TIME-SAVER

What a difference in ease and speed and all-round convenience it makes when you have the TALON slide fastener—instead of *five* separate fastenings—on your trousers!



"It made me Feel like giving my old Pants away!"



IT EVEN LOCKS

Notice these facts especially: the TALON slide fastener, perfected *expressly* for trousers, is flat-lying... as flexible as fabric... can't catch underwear... even *locks* automatically at top!



"I ACTUALLY dread putting on trousers with the cumbersome, old-fashioned fly," writes Mr. S., of New York, "now that I've worn the Talon slide fastener."

Why continue to fumble with *five* fastenings on *your* trousers—when you just *slide* the Talon fastener open or closed? Why risk offensive gaps—when the Talon fastener is as neat as a seam? Why have fastenings that can open by accident or break off—when the Talon trouser fastener gives perfect security?

TALON
Reg. U. S. Pat. Off.
Slide Fastener
TALON, Inc., MEADVILLE, PA.

NEVER BREAKS OFF

Have your suit pressed, dry cleaned any number of times... Even then the TALON fastener will work as easily, quickly as the day you bought it!



AMAZING EASE, SECURITY, NEATNESS OF **TALON** FAST-
Reg. U. S. Pat. Off.
ENER NOW HAVE MILLIONS OF MEN DEMANDING IT.



BEHIND THE TIMES... Unsightly gaps, often caused by the old trouser closure.



UP-TO-DATE... Seam-like closing—with the TALON slide fastener for trousers.

TRY THE TALON FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY

Reg. U. S. Pat. Off.

Ring with Praise **of CHASE CHROMIUM*** *Christmas Gifts*



* Chrome-plated over solid brass or copper



SKIPPER'S LANTERN—Polished brass with frosted globe. With battery, \$1.75. Wired, \$1.95.



DOUBLE CONDIMENT SERVER—Polished chromium finish with 2-compartment glass dish and 2 spoons. \$3.50.



JUBILEE SYRUP JUG—Clear ribbed glass and polished chromium finish. \$2.50.



TEA BALL—Polished chromium finish with long white plastic handle. \$1.00.



STAR ASH TRAY—Finished in chromium or copper with star rests of satin chromium. \$1.00.



TIDY CRUMBER—In polished chromium finish or copper with white handles. Set, \$3.00.



TWO LAYER CANDY BOX—Polished chromium finish or copper with white apple knob. \$2.00.



TEA KETTLE—Polished chromium finish with white handle and knob. \$6.00.



Send for Free Illustrated Gift Book

Illustrations and full descriptions of many beautiful gifts in brass, copper and chromium finish. Useful and inexpensive. Something for every one on your list.

Chase Brass & Copper Co., Incorporated*
 Dept. L-8, Chase Tower, 10 E. 40th St.
 New York City

Name.....

Address.....

City.....State.....

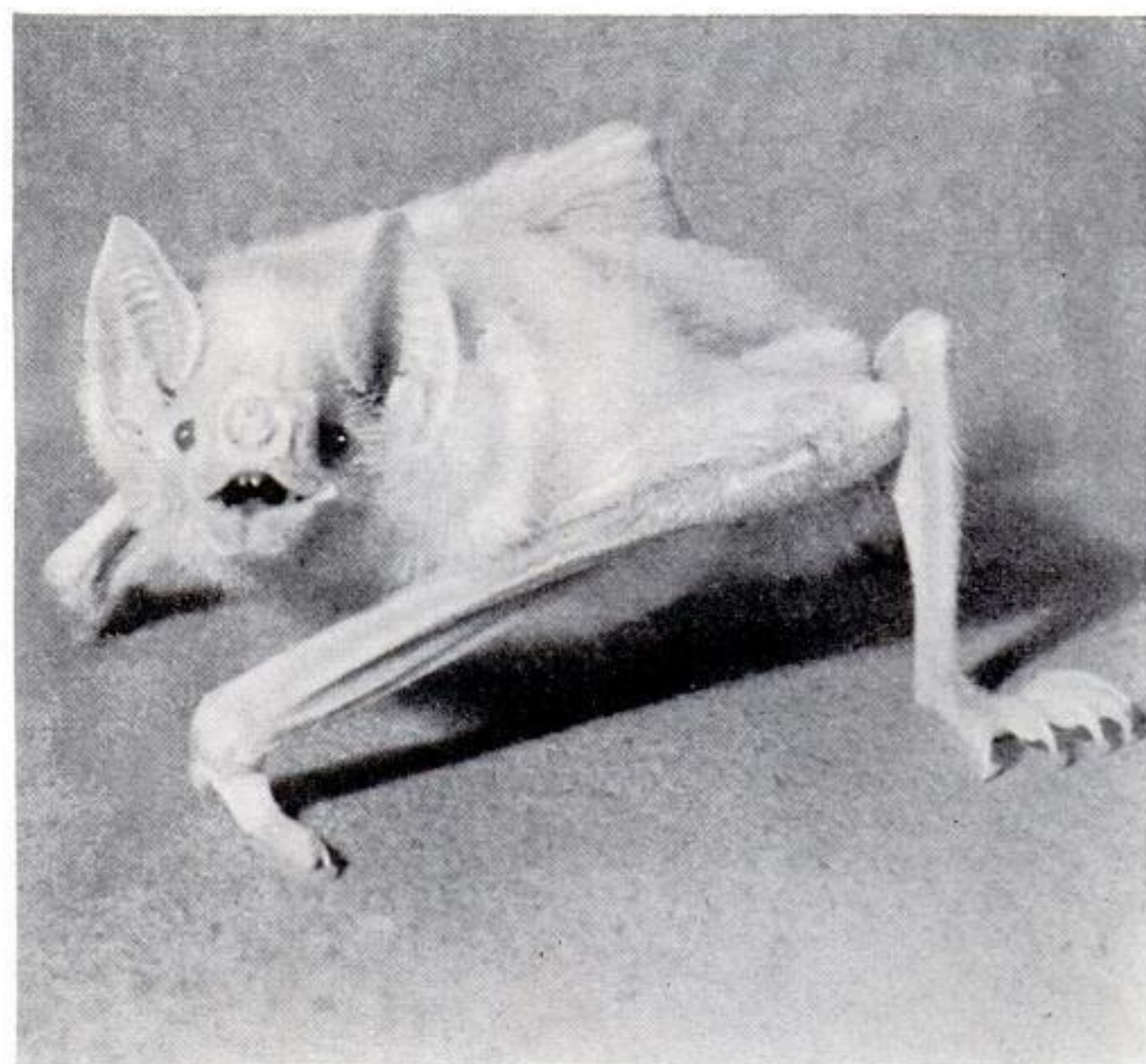
*Subsidiary of Kennecott Copper Corporation

SCIENCE & INDUSTRY

THIS TINY BAT IS CAUSE OF VAMPIRE LEGENDS

When Cortez and his followers conquered Mexico, they were attacked by blood-drinking bats. They returned to Europe, spread wild tales about immense, ugly animals which sucked blood out of sleeping persons. As a result, the largest of those bats was called *Vampyrus*, and became the subject of hair-raising legends.

Today it is known that the *Vampyrus* is not a blood-drinker or a bloodsucker, that the true vampire is the small *Desmodus* of which you see an albino specimen (below). Even this rare animal does not actually suck blood. Its two sharp incisors make a neat gash in its victim's skin. As the blood runs out, *Desmodus* laps it up with its long darting tongue. The bat has a body four inches long with a 13-inch wing spread.



The albino vampire is disturbed by Photographer R. E. Johnson who took these pictures in the West Indies. This bat also lives in South and Central America.



Meal of blood makes the vampire's eyes gleam. This bat does not hover over victim, but approaches him from ground. It feeds on man or beast, transmits diseases.

She wears a 26 girdle

HER SANDALS ARE TRIPLE-A

and her hosiery security number is

S-17-12½-8½-9½

You can tell to look at the beautiful Miss B. . . . that she does not belong to the wrinkle-at-the-ankle school. Her clothes fit. Her hosiery fits. And she's ready to conquer a new world.

"S-17-12½-8½-9½" is a style number. Briefly translated, it means hosiery that fits in the ankle, calf, around the thigh, and is the right length. That's Realsilk's new fashion-fit idea.

These stockings unroll over the ankle and knee with smooth precision. They're designed for walking and bending (sandal foot for dancing).

Only Realsilk can provide this unusual service because only Realsilk, serving an entire nation of wearers, produces such a variety of leg proportions.

You get Personal Fit Hosiery from the Realsilk Representative who comes to your home with the style data. You take your measurements with a convenient device which we provide.

If a Realsilk Representative does not call within the next few days—call the Realsilk branch office in your city and ask for one immediately.

Realsilk Hosiery Mills, Inc., Indianapolis, Ind.
Branch offices in 200 cities.

P. S. No—it's not expensive. It costs no more than ordinary good hosiery and wears much, much longer. It is fresh silk hosiery—freshly made and shipped. And it has the famous Grenine twist which reduces the danger of snags fully 50%.

REALSILK PERSONAL FIT SERVICE	
Hosiery Security Card	
ISSUED (DATE) _____	
NAME _____	
ADDRESS _____ STATE _____	
CITY _____	
foot _____	length _____ top _____
calf _____	ankle _____ (OVER)

Your Hosiery Security Card—Tuck this in your pocketbook and forget hosiery troubles. It's the new quintuplet measurement card for Realsilk's Personal Fit Hosiery furnished by Realsilk Representatives. On it go your ankle, calf, thigh sizes and hosiery length as well as foot size.



S



LENGTH

17



THIGH

12½



CALF

8½



ANKLE

9½

FOOT

New pencil-line silhouette in flamingo red neuvelta, new velvet variation. Persian embroidery in gold kid and semi-precious stones. Gold laced sandals by I. Miller. Hosiery in Copper Beige by Realsilk. Photo by Steichen
EVENING ENSEMBLE BY GERMAINE MONTEIL

REAL SILK Shop-at-Home SERVICE

Fine hosiery and lingerie for women; quality haberdashery for men

CZECHOSLOVAKIA IS A REPUBLIC SURROUNDED BY DICTATORS



Prague is the capital of Czechoslovakia. It has been inhabited for more than 12,000 years and its surviving antiquities are far older than those of Paris, London, Vienna

or Budapest. On the hill (*above*) is the Presidential Palace. Behind it is St. Vitus Cathedral, built in the 14th Century. The Charles Bridge (*foreground*) spans the Vltava.

The power of Czechoslovakia, shown on these pages, lies in the fact that it is what is left of the idea—Woodrow Wilson's idea of the "self-determination of races" evolved at the Versailles Peace Conference. On that principle, Europe should have been broken up into tiny patches, one to a race.

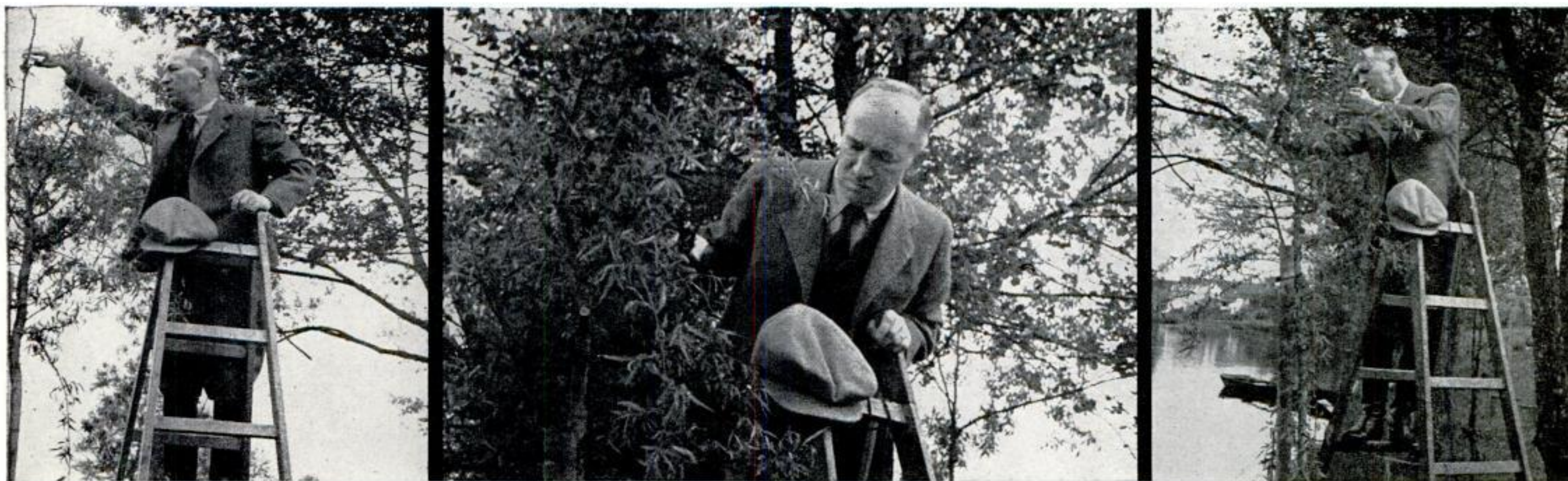
Czechoslovakia, for practical purposes, was formed from three basic races: the Czechs of ancient Bohemia, the Slovaks of Slovakia and the Russians of the sub-Carpathian Mountains. The boundary was drawn to include also some Germans, Austrians, Hungarians, Poles and Rumanians. And it was agreed in the Minorities Treaty of 1919 that self-government would be given the Carpathian Russians, normally sympathetic to Hungary. The Wilson idea was to see whether Europe could support a republic in which traditionally hostile races got along together on equal terms, as they do in the U. S., or whether the removal of ancient tyrannies would merely make them all squall for their respective cultures. By and large, the result has been the former.

But Czechoslovakia is not like the U. S., primarily because it is surrounded by hostile nations (*see map*). Czechoslovakia's rulers have maintained the forms of democracy only by violating some of its spirit. The Carpathian Russians have not been given self-government and the Slovak Popular Party Leader, Dr. Tuka, who most noisily demanded Slovak autonomy, is in jail.

At present the noisiest minority in Czechoslovakia are Nazis led by Konrad Henlein. On Oct. 17, Henlein's deputies in the Czechoslovakian Parliament led a fight with the police in which several deputies, despite their "parliamentary immunity," came off with cracked heads. Nazi Germany protested against the abuse of "Germans" in Czechoslovakia and France sternly let it be known that if Germany attacked Czechoslovakia, France would be obliged by treaty to fight in defense of her ally. On Oct. 27, day before the 19th Anniversary of Czechoslovakia's founding, Czechoslovakia's Premier Milan Hodza vehemently rebuked Germany for its presumption in attacking Czechoslovakia's attitude toward its minorities.



THE PRESENT-DAY QUALITY OF CZECHOSLOVAKIA IS CONVEYED BY THIS PEASANT WOMAN BICYCLING PAST A CONSTRUCTION DUMP AND FACTORY



CZECHOSLOVAKIA'S HEAD MAN IN FACT AS WELL AS NAME IS PRESIDENT EDUARD BENES. ABOVE, HE PRUNES HIS TREES ON HIS ESTATE NEAR PRAGUE



President Benes, (pronounced Benesh) reads his paper on his summer estate outside Prague. He was discovered and groomed for the Presidency for 23 years by Czechoslovakia's Founder and three-time President Thomas Masaryk, took over in 1935. On Sept. 14 Masaryk died (LIFE, Sept. 27).



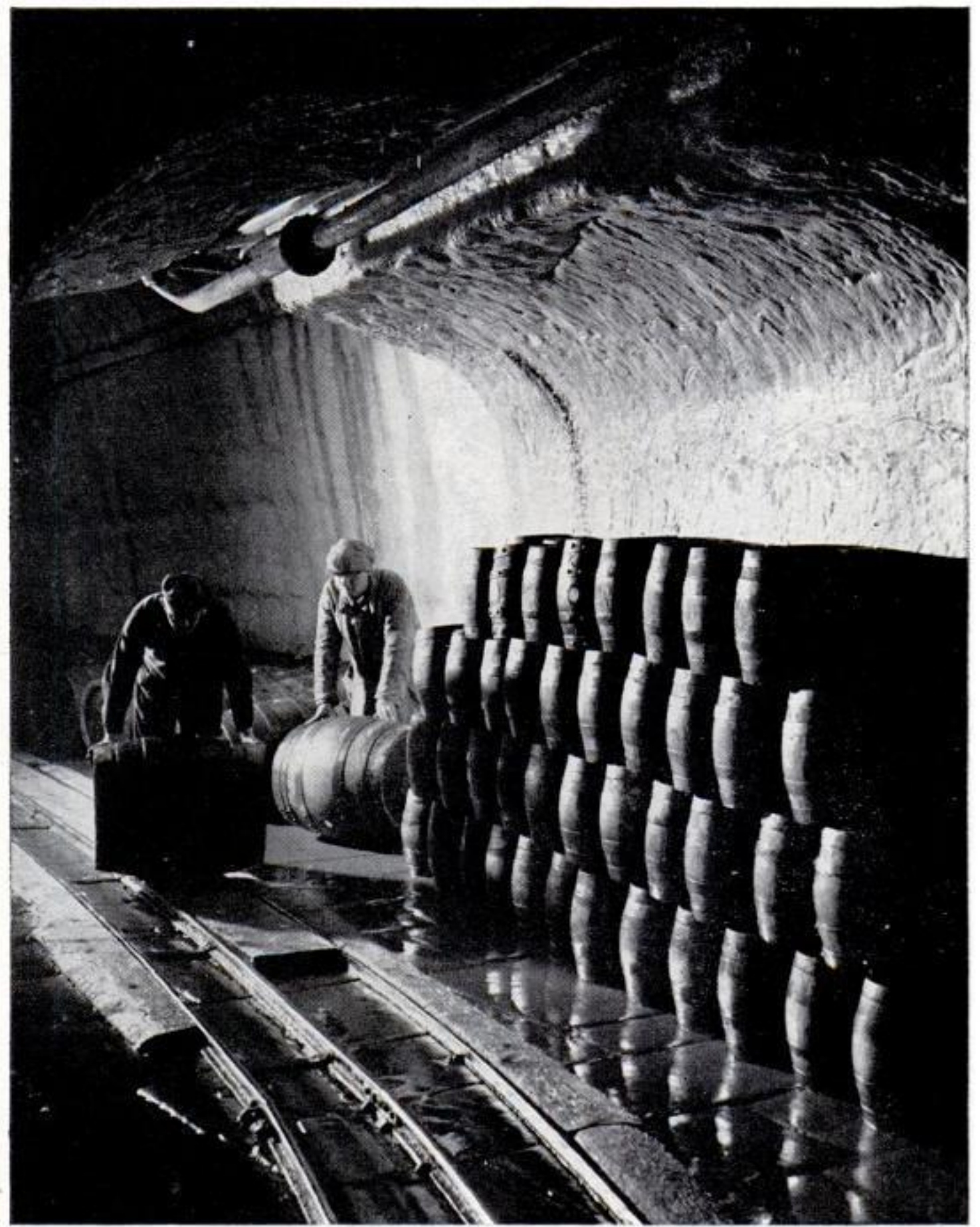
Good wishes from the diplomatic corps are heartily meant by at least the British and French Ambassadors after Benes' inauguration. For them, the prime point about Czechoslovakia is that it bars Germany's "door to the east." But Czechoslovakia's two friends, France and Russia, are far away, her enemies near. Experts have long felt that Adolf Hitler must get Austria before he takes on Czechoslovakia.



CZECHOSLOVAKIA (SHOWN IN WHITE) IS HARD TO RULE, EASY TO INVAD E WITH ITS CAPITAL OF PRAGUE CLOSE TO THE GERMAN BORDER



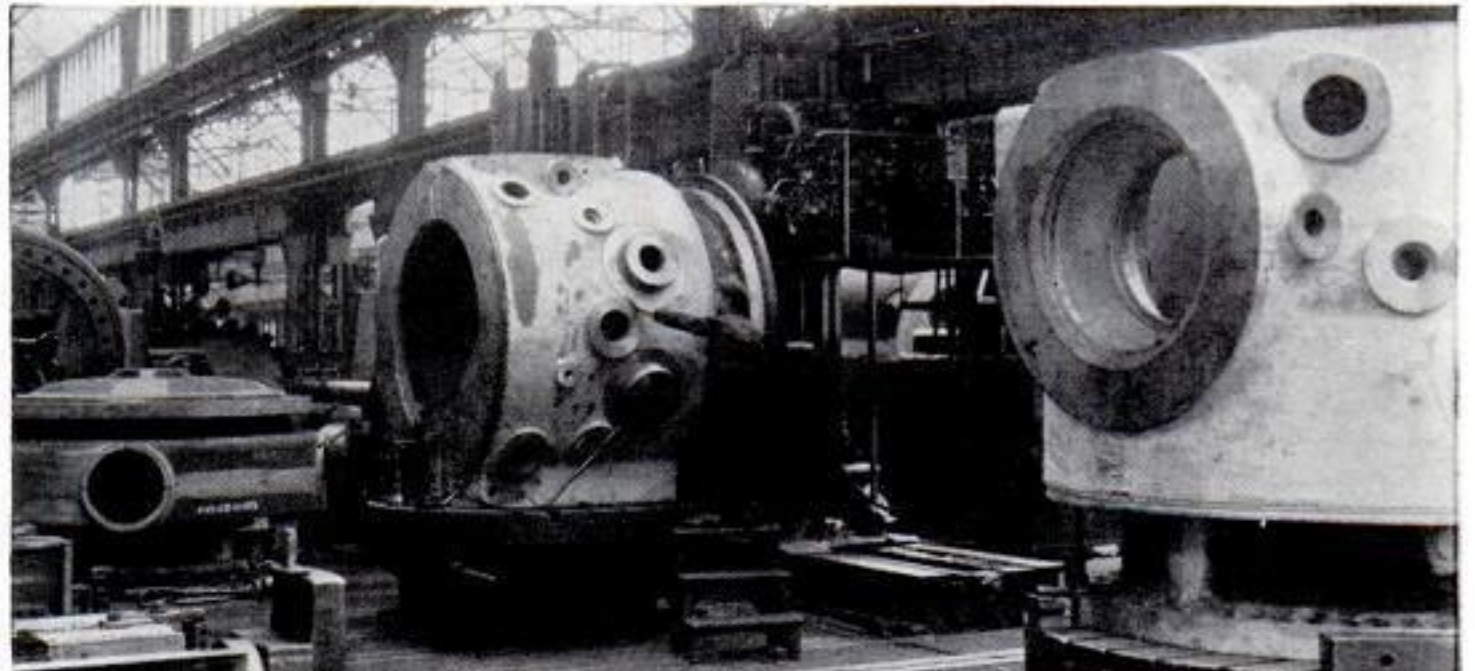
Pottery business is Czechoslovakia's oldest. Exports total \$7,000,000 a year. These porcelain water jugs were made in the Bohemia Moser Porcelain Works at Noeue Rolau near Carlsbad. Like two-thirds of Czechoslovakia's industry, this one is centred in Bohemia.



Pilsener beer is Czechoslovakian because the peace treaties took Pilsen from Austria. These beer cellars run for seven miles through solid stone under the city, connected by railway. The Pilsener Urquel (meaning "ancient well") yeast culture is centuries old.



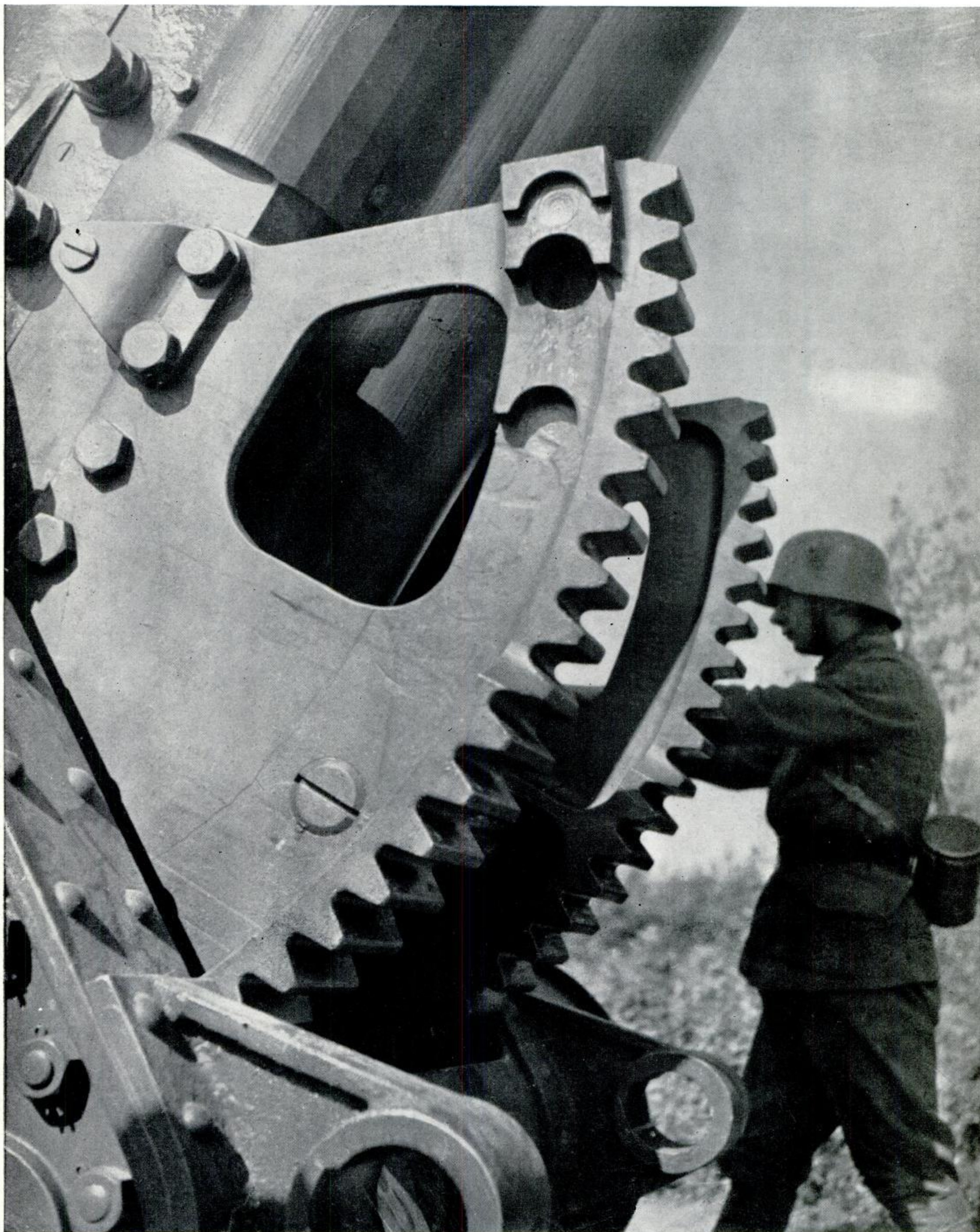
Bata (pronounced Batya) is Europe's biggest leather-goods company. It also makes tires, rubber dolls (*above*) and toys. U. S. shoe manufacturers' current indignation at a proposed U. S. trade treaty with Czechoslovakia is based on their fear of Bata's cheap products.



Skoda, the second greatest munitions works in Europe, is also centred in Pilsen, has other factories all over Czechoslovakia. It makes locomotives and turbines (*above*). For one of its big guns, see *opposite page*. Steel is Czechoslovakia's biggest business.



Cheap shoes, cuffed with astrakhan, on the conveyor belt in the Bata factory at Zlín, are shown getting heels from a low-paid Czech girl employee. Bata shoes retail in the U. S. for as little as \$1.69, because Czech living standards are far below U. S. standards.



War machines like this big gun, Czechoslovakia gets from its own Skoda works. This one is a five-ton mobile motor mortar with 30-centimeter (12 in.) calibre, firing a 200-lb. shell eight miles. The soldier is adjusting the range finder,

which raises or lowers the huge ratchet shown above. This type of gun was used by Imperial Austria in the War. The Czechoslovakian Army is a smart, highly-mechanized outfit, which includes 150,000 infantrymen, 13 cavalry regi-

ments. Its general staff works closely with the French and Russian general staffs, but the army it has to beat and knows it cannot beat alone is the German Army for which the conquest of Czechoslovakia is a classroom problem.

CONTINUED ON NEXT PAGE



A War Memorial is this Greek Catholic church at Uzhorod on the River Uz in Ruthenia in eastern Czechoslovakia. It was erected in memory of the kinsmen of its Russian parishioners killed fighting for Russia from 1914 to 1917. These

Russians today mostly prefer Republican Czechoslovakia to either Bolshevik or Tsarist Russia. Of Czechoslovakia's 15,000,000, three-quarters are Catholic, mostly Roman Catholic. Ruthenia's Greek Catholics are separated from

industrial Czechoslovakia by a mountain chain and are culturally dominated by Rumania and Hungary which claim them. One quarter of the population is divided among the Protestant Czechoslovakian Church, Lutherans and Jews.



In western Czechoslovakia are Moravians whose costumes include flowered hats and triangles like German peasants.



In central Czechoslovakia are Slovaks whose costumes have embroidered designs on the trousers like Polish peasants.



In eastern Czechoslovakia are Ruthenians who wear crude skirts and sheepskin coats like Russian Ukraine peasants.



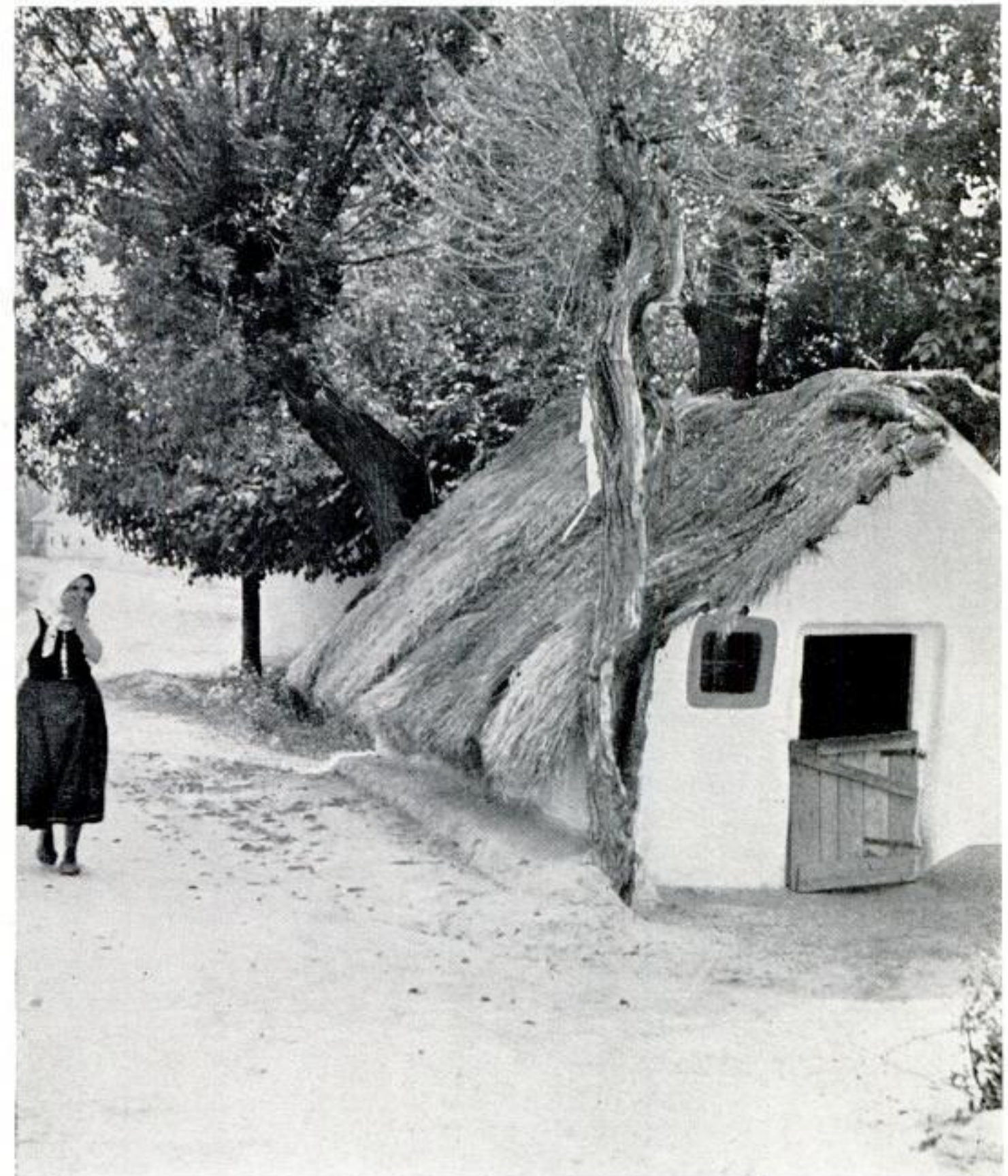
Peace is what MIR (above) means, spelled out by peace-loving Czechoslovakians in Prague's Masaryk Stadium. Peace is what most Czechs expect, despite their uncomfortable prospects.



War is what Czechoslovakia's notably plain rulers are preparing for in autumn maneuvers. From left: General Luza (talking), President Benes, War Minister Machnik (armband).



Modernism in western Czechoslovakia is represented by this "Masaryk Home" for old people and crippled children six miles outside Prague. On these northern slopes lies Czechoslovakia's highest civilization, influenced by German industry and largely speaking German.

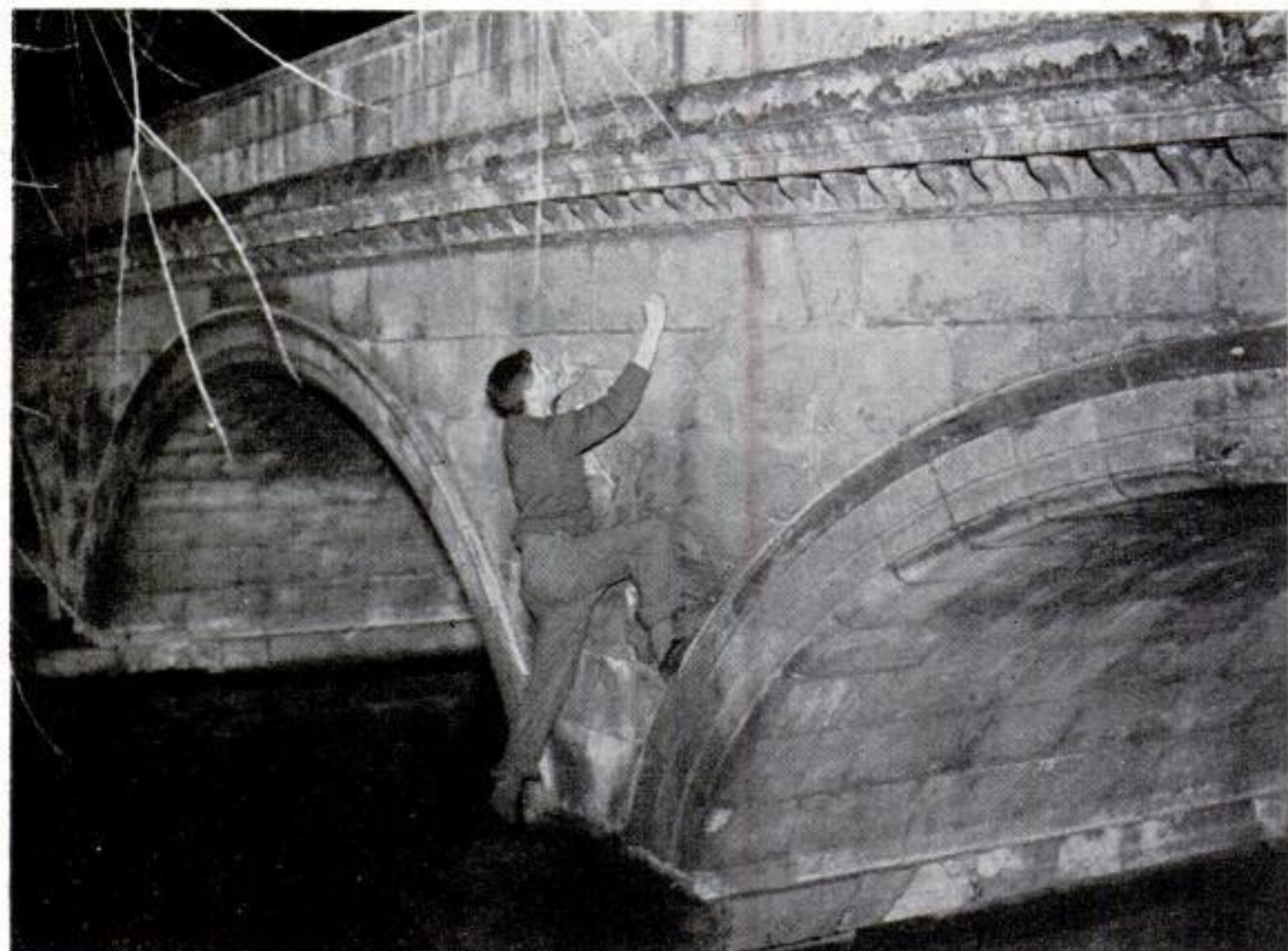


Feudalism in eastern Czechoslovakia is represented by this plaster and straw hut on what used to be the estate of a Russian nobleman. The estate has been divided among peasants but Czech officials who claim that these sties are no longer used by humans are disingenuous.

THE CAMERA OVERSEAS

ENGLISH COLLEGIANS DO SOME NIGHT CLIMBING

A serious sport is that of "night climbing," shown on these pages as practiced at Cambridge University in England. It is done at night because British good taste forbids making oneself conspicuous. It is done furtively because the University expels anyone caught at it. College proctors, their top-hatted "bulldogs" and porters are the people to fear. Some of the younger professors are themselves "night climbers." Most mountain climbers snub the sport but it has the same lonely thrill. Just published in England is a study of the sport, called *The Night Climbers of Cambridge* (Chatto & Windus) by a climber who signs himself Whipplesnaith.



Trinity College bridge over the Cam or Granta River (Grantabryce was Cambridge's original name) is for beginners. Left hand holds stone Trinity shield. Black sneakers are smart.

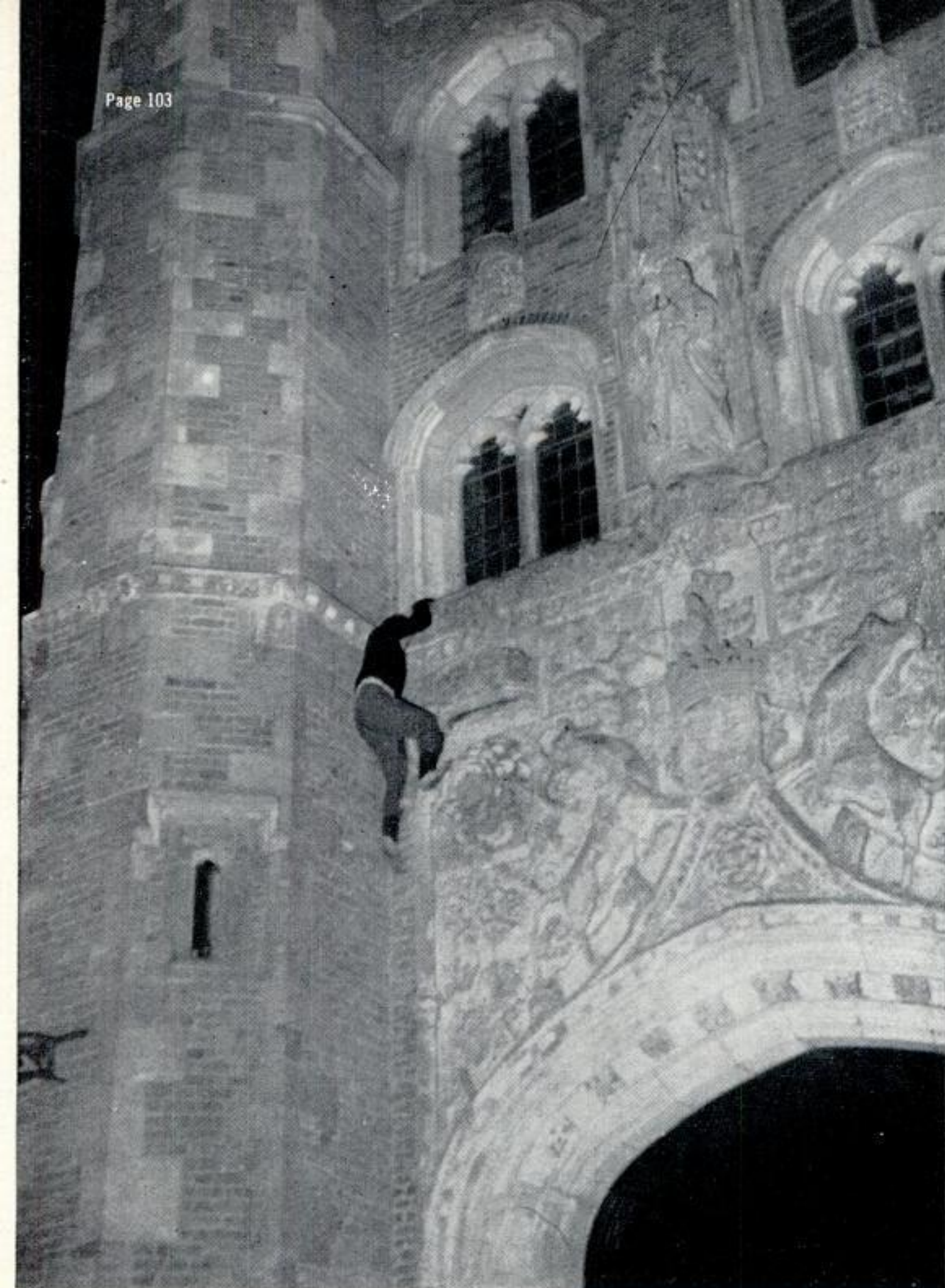
This private house on Quayside, is famed as O'Hara's Drainpipe because of a climber's celebrated escape up it from a proctor. It is considered very bad manners to climb private houses.



Drain-pipe climbing is the first and hardest lesson in night climbing. The object here is to write one's name on the white sign. The Cambridge police, like this one, are usually friendly.

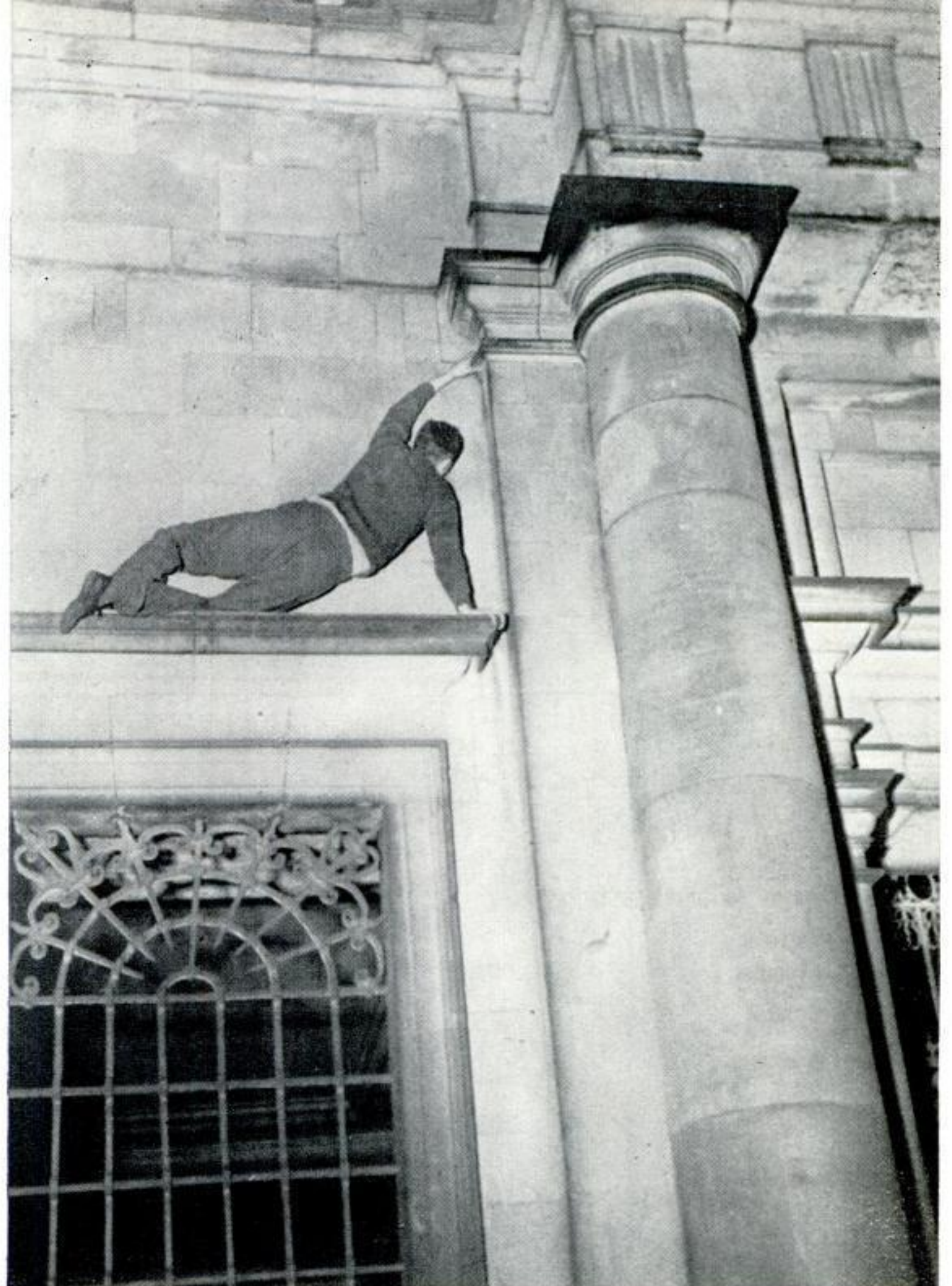
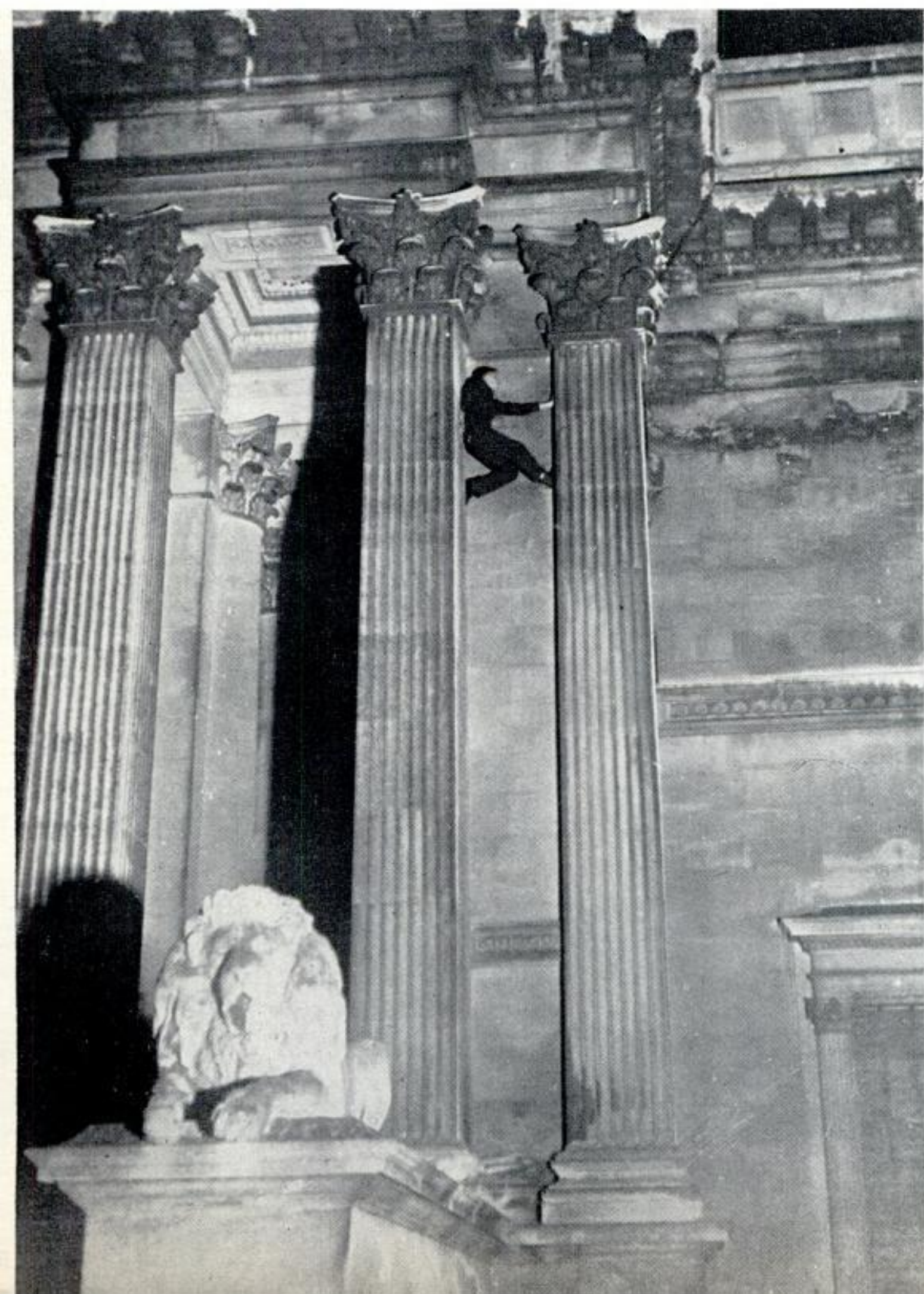
"Chetwynd crack" of King's College offers climbers what is known in mountain climbing as a "chimney" to ascend. A stone pavement is below. The relatively new stonework is firm.





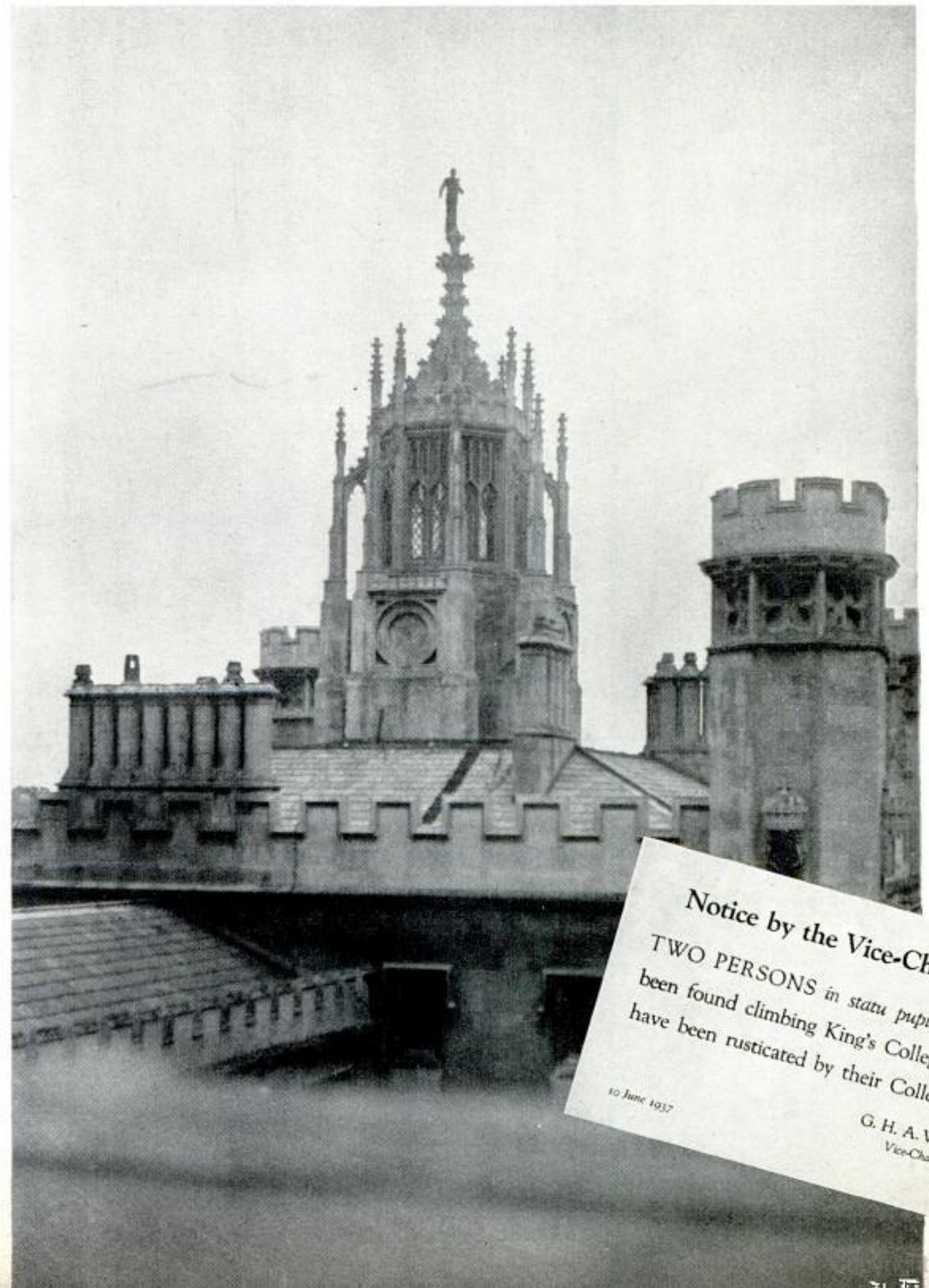
Main Gate of St. John's is distinguished by some 400-year-old stone that may crumble under hand and foot. Object is to drape cap and gown on statue of Founder Lady Margaret Beaufort.

In the "Lion Chimney" of Cambridge's Fitzwilliam Museum, the author of *The Night Climbers of Cambridge* is photographed. He went on to discover that the building's dome is painted iron.



Trinity Library shows what Wren, the great 17th Century architect, did to make climbing difficult. His smooth columns make this "the prettiest climb in Trinity or an absolute stinker."

Undergraduate at dawn on a spire of St. John's College. If he gets caught the punishment is always expulsion, as indicated in proper University language by the notice at lower right



Notice by the Vice-Chancellor
TWO PERSONS *in statu pupillari*, having
been found climbing King's College Chapel,
have been rusticated by their Colleges.
10 June 1937
G. H. A. WILSON,
Vice-Chancellor.

THE CAMERA OVERSEAS:

Britain Gets Tough with Arab Terrorists in Palestine



For 14 years Britain has tried to administer its League of Nations mandate over Palestine without brutality. This was difficult, inasmuch as Moslem Arabs acutely resented Britain's attempt to move Jews in on them, systematically terrorized Jews and Britons. Last July a British Commission exhaustively pondered the Jewish-Arab quarrel (*LIFE*, July 5) and gave its decision. Palestine, it decided, should be divided into an Arab inland area, a Jewish coast and a British corridor to the Holy Places of the Christian world, on the grounds that the Jews and Arabs had notably failed to settle their

differences themselves. The Commission's report is rated the ablest document on Palestine ever composed. But in September the Arabs started to act up again. This time Britain took off its velvet gloves and hit back hard.

Chief Arab troublemaker (*above, left*) was the Grand Mufti of Jerusalem, Haj Amin el Husseini, who had played a two-faced game with the British. On Oct. 1, he was ordered arrested and fled to the grounds of Jerusalem's supersacred Mosque of Omar. On Oct. 14, presumably disguised as a Bedouin woman, he slipped through the close British guard and escaped to the French-mandated Lebanon republic by car and motorboat. Officials there promptly shooed him on to Syria where French police kept a close watch on him.

Meanwhile in Palestine the Grand Mufti, since replaced by a cousin, was not forgotten by his Arabs who on Oct. 16 set fire to the Lydda Airport. On Oct. 28, the British High Commissioner, easy-going General Sir Arthur Grenfell Wauchope, resigned, supposedly to be replaced by the terror of terrorists, Sir Charles Augustus Tegart who made his strong-arm reputation in Indian Bengal.



Dynamiting of the sheiks' concrete houses in an Arab village, in reprisal for sabotage by Arab terrorists. Citizens are given a collective fine, their cattle seized in payment.



Jewish ghaffirs (special constables) on guard on Mount Carmel near Haifa. Next day, Constable Hammerman (*second from front*) was killed in ambush. For his funeral, *see below*.



Arab funeral for Khalil Tha, president of Haifa Arab National Committee. Objects (*background*) are not coffins but Haifa's vegetable-market stalls, run by Arab peasant women.



Jewish funeral for Constable Hammerman and three companions killed in ambush was held in Haifa. Jews have lately organized their own police to co-operate with the British Army.



Arab leaders have been grabbed and jailed by the hundreds by the British. In this picture, 130 Arabs are circling the

exercise yard in the concentration camp at the fortress of Acre across the Bay of Acre from Haifa in northern

Palestine. Jailing leaders is often effective because Arabs follow their leaders, are generally lost without them.



Fire over Palestine is what the middle-aged Russian Jewish farmers of Kfar Hassidim (meaning "village of the pious")

found one night. The fire had been set in the Jewish wheat by Arabs. To the oldsters' aid came young Jews from

the nearby communal farm of Yajur. Despite such sabotage, alert Jewish work produced a fair harvest this year.

THE CAMERA OVERSEAS: THOMAS COOK & SONS PAID FOR THIS SHOOT



SIR THOMAS COOK, HEIR OF THOMAS COOK & SONS, GIVES A PARTRIDGE SHOOT FOR NORFOLK COUNTY FRIENDS ON "THE HOME FARM"

The grandson of one of the Sons of Thomas Cook & Sons, famed English travel agents, sits on a shooting stick at his own partridge shoot (above) while his head keeper, H. Thompson, loads his spare gun and his red Polled cows moon across the autumn landscape of the Cook estate of Sennowe Park in Norfolk, England. The Cooks call this "the home farm."

In the 1937 New Year's Honors, this Thomas Cook was made a knight, not for his ancestors' industry but for the respectability of his present pursuits. At 34, he was the youngest man to be knighted in a quarter-century. With his wife, he is co-Master of the North Norfolk Hunt. He is a Conservative member of Parliament, known as the "firemen's M.P." because of his fire-fighting legislation. He owns The Norfolk Chronicle, is Lord of the Manors of Stibbard and Great and Little Ryburgh, chairmans the North Norfolk Rivers Catchment Board and leaves the running of Thomas Cook & Sons to others.

Just beyond Sir Thomas can be seen Captain and Mrs. Hugh Rowcliffe and their crouching gun handler. Beyond them, sitting on a shooting stick, is General Sir Edmund Ironside who was commander-in-chief of the Allied expeditionary force at Archangel against the Bolsheviks in 1918-19 and is the author of a book on Hindenburg's victory at Tannenberg in East Prussia. This picture is singularly appropriate for the first Thomas Cook started his career in 1832 by selling the English landscape to Englishmen.



Lady Cook, backed by Head Keeper Thompson who also backs Sir Thomas (top) and fronted by a Gordon setter,

waits for partridge to come over. Lady Cook's maiden name was Gweneth Margaret Jones of Banwell Abbey, Somerset.

WISE WOMAN

**NO *half and half* MATTRESS
IS GOING TO CHEAT HER
OUT OF LIFE**

The wise woman knows that no matter how appealing the outside of a mattress may be, a poor inside makes it a poor bargain. She won't let that kind of "half-good" mattress cheat her out of priceless sleep.

To smart women, Spring-Air has a natural appeal because of its superior Karr Spring Construction. Into this peerless sleep unit has been built all the goodness that makes Spring-Air known as the mattress that feels so good. More than that, into its exclusive design has been put the enduring qualities which make Spring-Air the mattress that never seems to lose its comfort. It *always* feels good; *always* feels like a fresh, new mattress — year after year!

For years past, Spring-Air has merited the unrivalled recognition of America's most critical mattress experts. They know from experience that Spring-Air gives the most, in long-life comfort, for the money. That is why you find Spring-Air in so many of America's fine hotels and great hospitals; — that is why the Karr Guarantee means so much to those seeking the greatest of mattress bargains.

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TRADE MARK
REG. U.S. & CAN. PAT. OFFS.
CHARLES KARR COMPANY - HOLLAND MICH.

-the mattress that FEELS so good

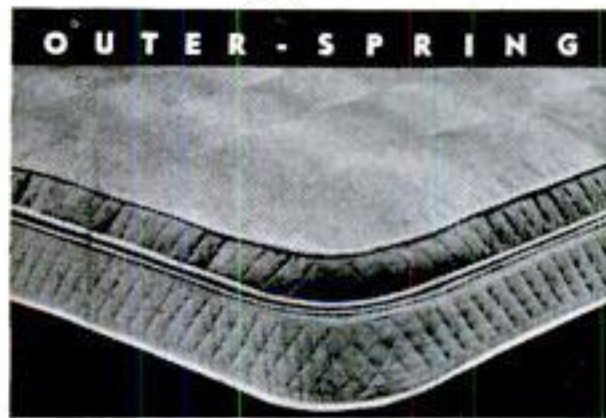


Hundreds of America's fine hotels (McAlpin of New York is typical) use and endorse Spring-Air.

CHOICE OF AMERICA'S GREATEST MATTRESS EXPERTS
There are Two Modern Types



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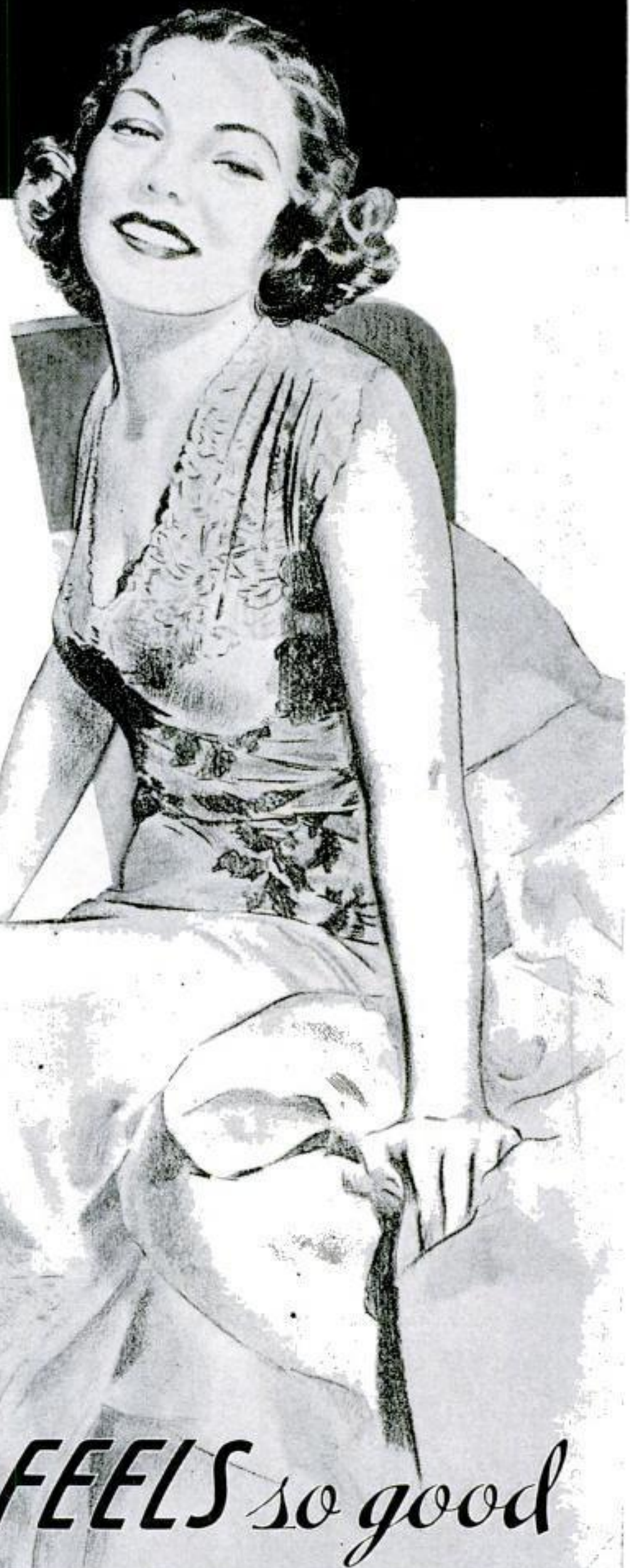


OUTER-SPRING

See Both at Your Spring-Air Dealer's — from \$24.50 to \$49.50



The great hospitals of America (Harborview Hospital of Seattle, Washington, is an example) look upon Spring-Air as the perfect mattress.



Private Lives



A WORD ON THE QT

Serve this great Kentucky Straight to your friends. It gives the impression of at least double its cost—with its *full* flavor, *full* body. A sensible and luxurious economy!

Glenmore now comes in both 100 proof (Gold Label) and 90 proof (Silver Label)

Glenmore's
Glenmore
KENTUCKY STRAIGHT BOURBON WHISKEY



Cole Porter, famed song writer, one of whose many hits was *You're the Top*, was thrown from the top of his horse on a bridge path of Long Island's swank Piping Rock Club. A week-end house guest of Countess Edith di Zoppola, Mr. Porter suffered compound fractures of both legs when the horse fell heavily on him. He will be laid up for weeks.



Prince David Kawanakoa, grandnephew of Hawaii's last native king, is being held for the death of his attractive common-law wife Arvilla Kinslea who was found terribly lacerated in the prince's Waikiki Beach cottage following a severe drinking bout. Because "Prince Koke" is on parole for a 1932 automobile-wreck death, he is ineligible for bail.



Mrs. May Branigan's husband, Michael, drew an Irish Sweepstakes winner, Solar Bear, ecstatically walked out of the Bronx restaurant where he worked behind the counter and disappeared. Mrs. Branigan, unable to collect some \$40,000 which will be left after the U. S. Government deducts the income tax from his \$50,000 winnings, hopefully awaits him.



Mrs. Elizabeth Eaton Guggenheim on Oct. 26 won a Reno divorce from Col. M. Robert Guggenheim (copper). Three days later, on Long Island, she and her horse trainer John Fry Jr. were taken to a hospital with contusions about the face and head which they blamed on a robber. A friend attributed them to drinking and frivolity at a party.



Margaret Drennan who was acquitted of the New Jersey murder of Paul Reeves, whose child she will bear, is shown (*above*) at her first family breakfast after the trial. *Left to right*: her sisters Agnes and Alice, her mother and father, her brother John. Miss Drennan de-

nied a report that she was to marry Thomas McGovern, railroad brakeman. "I have only one boy friend, David Hode," she explained. Although she held open house for friends after her acquittal, Margaret turned away one caller: Mrs. Myra Reeves, the woman she widowed.

CONTINUED ON PAGE 111

WIN \$500 CASH

\$1,000 PRIZE MONEY PAID WEEKLY IN BIG GILLETTE FOOTBALL CONTEST

Eight Cash Awards Every Week!

Fun and Thrills for Everyone!

WANT excitement? Fun? A chance to share \$1,000 in cash prizes weekly? Enter Gillette's great National Football Contest. First prize is \$500; second prize \$250; third prize \$100; fourth prize \$50—every week! There are also four weekly prizes of \$25 cash each! Think of it! And you don't have to be an expert to win. Your chance is as good as anybody's. Every member of your family may compete!

Just Follow The Easy Rules

Entry blanks for the next two weeks are printed below—and your Gillette dealer will supply you with extra blanks on request. Just check the teams you predict will win the games scheduled. Then write in not more than 50 words the reasons for *any one* of your seven selections. Doesn't that sound easy? *It is!* But read the rules over *carefully* for complete details. And don't forget, the more entries you submit the better your chance of winning!

Enter Now—Still Time To Win

Remember, time is important. The last weekly contest closes Nov. 19th. So don't delay. Get that prize-winning entry in now—*today!*



You've probably already formed opinions about many of the games in this contest. Make them pay *real money* for you! Just fill out the entry blanks below and follow the easy rules. *That's all you do!*



**A WINNING
COMBINATION
—EVERYWHERE!**

Be kind to your face! Use Gillette Blades in your Gillette Razor. They're a championship team, precision-made for each other. And they'll give you smoother, cleaner shaves every time—more shaving comfort for less than one cent a day!

Gillette
RAZORS AND
BLADES



It's *fun*—competing in Gillette's big Football Contest! And you can be a lucky winner! Get extra entry blanks from your nearest Gillette dealer. Submit as many as you wish. The more the better!

READ THESE SIMPLE RULES

1. Check the 7 teams you predict will win the games listed in blanks at right. Each entry must be postmarked before midnight on the Friday preceding the games scheduled for day following.
2. Accompany each blank with a letter of not more than 50 words giving your reasons for picking any one team over its opponent.
3. Print your name and address and name and address of your Gillette dealer where indicated on blank.
4. Attach to each entry blank an empty Gillette or Probak Blade package (not individual blade wrapper), or a reasonable facsimile.
5. For best letters these awards will be made every week: 1st, \$500; 2nd, \$250; 3rd, \$100; 4th, \$50; and four of \$25 each. Full and fair consideration by independent judges will be given every letter complying with the rules.
6. Judges' decisions are final and all letters entered become the property of the Gillette Safety Razor Company. In case of ties duplicate prizes will be awarded. Anyone may compete except employees of the Gillette Safety Razor Company, their advertising agency and their families.
7. Act now! Fill out the first blank, attach your letter and empty blade package, and mail to Gillette Safety Razor Company, P. O. Box 5, Boston, Mass. Use remaining blank for date indicated thereon.

Games of November 13

Check Teams You Think Will Win.
Mail before midnight Friday, November 12th
to Gillette, P. O. Box 5, Boston, Mass.

Georgia.....	<input type="checkbox"/> Tulane.....
Ohio State.....	<input type="checkbox"/> Illinois.....
Pennsylvania.....	<input type="checkbox"/> Michigan.....
Minnesota.....	<input type="checkbox"/> Northwestern.....
Nebraska.....	<input type="checkbox"/> Pittsburgh.....
Army.....	<input type="checkbox"/> Notre Dame.....
Yale.....	<input type="checkbox"/> Princeton.....

NAME.....
STREET.....

CITY.....STATE.....
MY GILLETTE DEALER

NAME.....
STREET.....

CITY.....STATE.....
This entry MUST be sent with an empty Gillette
or Probak Blade package or facsimile. (LM-2)

MAIL THIS ENTRY!

Games of November 20

Check Teams You Think Will Win.
Mail before midnight Friday, November 19th
to Gillette, P. O. Box 5, Boston, Mass.

California.....	<input type="checkbox"/> Stanford.....
Yale.....	<input type="checkbox"/> Harvard.....
Michigan.....	<input type="checkbox"/> Ohio State.....
Minnesota.....	<input type="checkbox"/> Wisconsin.....
Notre Dame.....	<input type="checkbox"/> Northwestern.....
Navy.....	<input type="checkbox"/> Princeton.....
So. Methodist.....	<input type="checkbox"/> U. C. L. A.....

NAME.....
STREET.....

CITY.....STATE.....
MY GILLETTE DEALER

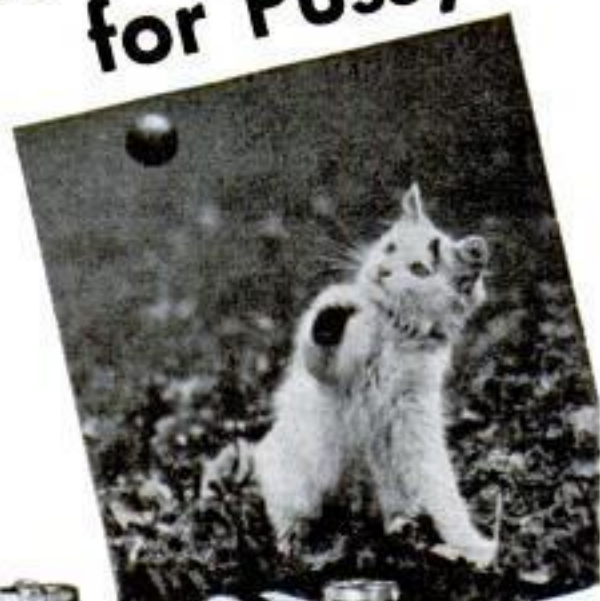
NAME.....
STREET.....

CITY.....STATE.....
This entry MUST be sent with an empty Gillette
or Probak Blade package or facsimile. (LM-2)

MAIL THIS ENTRY!

FOR EXTRA CONTEST BLANKS SEE GILLETTE DEALERS, OR LEADING NEWSPAPER SPORTS PAGES SUNDAYS AND WEDNESDAYS

No Posing for Pussy!



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Stop action at the climax... snap that split second of greatest interest. "Difficult" shots are easy with the Contax.

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728 So. Hill St., Los Angeles

Private Lives (continued)



General Malin Craig, U. S. Army chief of staff, recently grew a new mustache. Promptly the *Army and Navy Journal* ran a poem with an acrostic spelling his name which poked fun at a general's mustache, was signed H. H. W. The General shaved his mustache, issued a poetic retort with the acrostic H. H. Woodring for the Secretary of War.



Elna Louise Knudsen, 20-year-old daughter of Detroit's General Motors President Signius Wilhelm Poul (William) Knudsen, on Oct. 21 married 22-year-old John K. Stevenson of Grosse Point. Second of the three Knudsen daughters, Mrs. Stevenson was graduated in 1936 from Knox College, Ill., was never formally presented to Detroit society.



Maillilaigeyeaegyaye Edeyueayearayilo Anlilylayio was the name this old Finn gave to the desk sergeant in a New Orleans station house when police arrested him for vagrancy. Next day in court the clerk cocked an eye at the name on the book, shouted "Hey, Whiskers, come here." Thereupon Mr. Anlilylayio was sentenced to ten days in jail.



Sasi Nas Zulficar, 16-year-old daughter of a judge in the Alexandria Mixed Court of Appeals, will on Jan. 6 marry Egypt's King Farouk I. A friend since childhood of her fiancé, she traveled in Europe with his sisters last spring, speaks excellent French. Last summer when her engagement was announced she adopted the name Farida, "The Only One."



Luis Angel Firpo, heavyweight boxer who knocked Jack Dempsey out of the ring in 1923, retired from professional boxing several years ago to become an automobile salesman in Buenos Aires. Last year he was acquitted of an old charge of complicity in a fake ranch auction. Lately, on an appeal from the Banca de la Nacion, he was rearrested.



Mme de Saint-Opportune, "oldest woman in France," turned 106 Oct. 14. Unlike most fabulous oldsters she is a person of consequence, a Knight of the Legion of Honor and lives in a Normandy chateau. She was a young married woman in Paris during the 1848 Revolution. Until 1933 she made an annual pilgrimage to Lourdes, still writes and reads.

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Mediterranean baking shells, Bohemian pins, Hungarian boxes, Cape Cod products, handkerchiefs from Ireland, gardeners' gadgets, perfumes from England and France • Handy purses, beauty gloves, smoke sets, "Fun for the Family", toys, games, puzzles, ski skates, little pillows, little pat-yourself face beautifiers • "Cozette" scuffs, Paisley print shawls, monogrammed napkins, holiday greeting and message cards, gift wrapping sets • Moccasin slippers, English toast racks, a table with one leg, Dutchman's dish rack • Trays, sizzling platters, picnic grill, "Indian firebrands", bird houses • Oil silk bags and covers, a gift for the cat, candlettes, 3-way lamps • Leather cuff links from London, billfold guards, handy books, a man's manicure, reading magnifiers, weather forecasters, and hand wrought mountain-made things • • •



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Ask to see the Wearever Personal Pencil too! 50¢

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WEAREVER DE LUXE FOUNTAIN PEN

Now EVERYONE CAN OWN A CROSLEY AUTO RADIO

THE CROSLEY FIVER ROAMIO \$19.99

YOU'RE THERE WITH A CROSLEY

SILENT

as the dawn at sea

Servel Electrolux
MAKES NO NOISE
 because it freezes with
NO MOVING PARTS



SAID THE SALESMAN: "Here is the secret of Servel Electrolux. This tiny burner takes the place of moving, wearing parts in its freezing system. That's why Servel Electrolux keeps right on giving you silent, money-saving refrigeration year after year."



SAID THE LADY: "No wonder so many of my friends are replacing other type refrigerators with Servel Electrolux. A refrigerator without noise must be a real blessing. And I can see another reason why women are so enthusiastic about it. It's so roomy."



SAID THE HUSBAND: "This trigger release on the ice cube trays sure catches my eye. It means no more skinned knuckles or broken knife-blades removing trays that freeze tight. Let's sign the order now!" *And they did!* See Servel Electrolux at your gas company or neighborhood dealer's. Your gas company backs and services every one it installs.

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 THE *Gas* REFRIGERATOR

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LIFE'S PICTURES



Victor De Palma, 26, is one of the few photographers who are completely U. S.-educated. Born in Mount Vernon, N. Y., of Italian parents, he went to Roosevelt Evening High School and New York University, took a six-months' course at Manhattan's Institute of Photography. He uses only a Rolleiflex, with Agfa film. A onetime physical-education teacher, he likes best of all to take sports events. But for evidence that his camera-eye is by no means limited to athletics, see his pictures of the corn-husking party on pages 122-126, and those of the sewage-disposal plant on pages 38-39.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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- 34—ATLAS, W. W., INT., A. P.—INT., A. P., ACME, H. & E.—W. W., INT. (2)—INT., THOS. D. MCAVOY, INT. H. & E.
- 35—A. P., W. W., A. P., U. & U., W. W.—THOS. D. MCAVOY, ACME—W. W. (2), ACME—ACME, U. & U.—W. W., ACME—ACME, U. & U., A. P., ACME, U. & U.
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- 61—Reproduced from CINQUANT' ANNI DI VITA—reproduced from CINQUANT' ANNI DI VITA, STERLING STUDIO—MOTHER CARRINI HIGH SCHOOL, LUCAS & FRITCHARD STUDIO—MOTHER CARRINI HIGH SCHOOL—courtesy MRS. PETER J. SMITH, N.C.W.C. NEWS SERVICE, THOMAS MCGUIRE
- 62—THOMAS MCGUIRE exc. t. SEATTLE TIMES
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- 124—DE PALMA from B. S. exc. t. lt. GRIER from EUR. and cen. lt. SCHAEFER from EUR.
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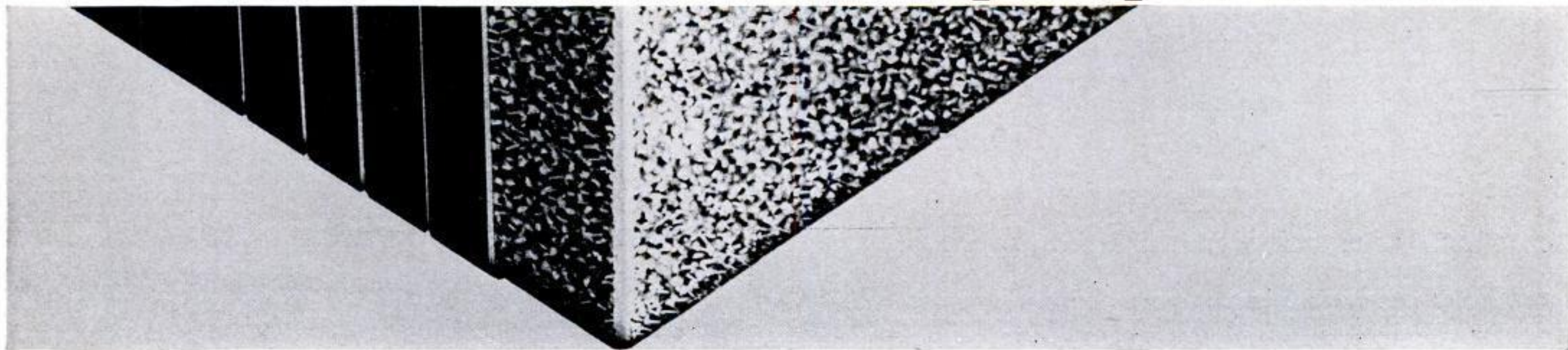
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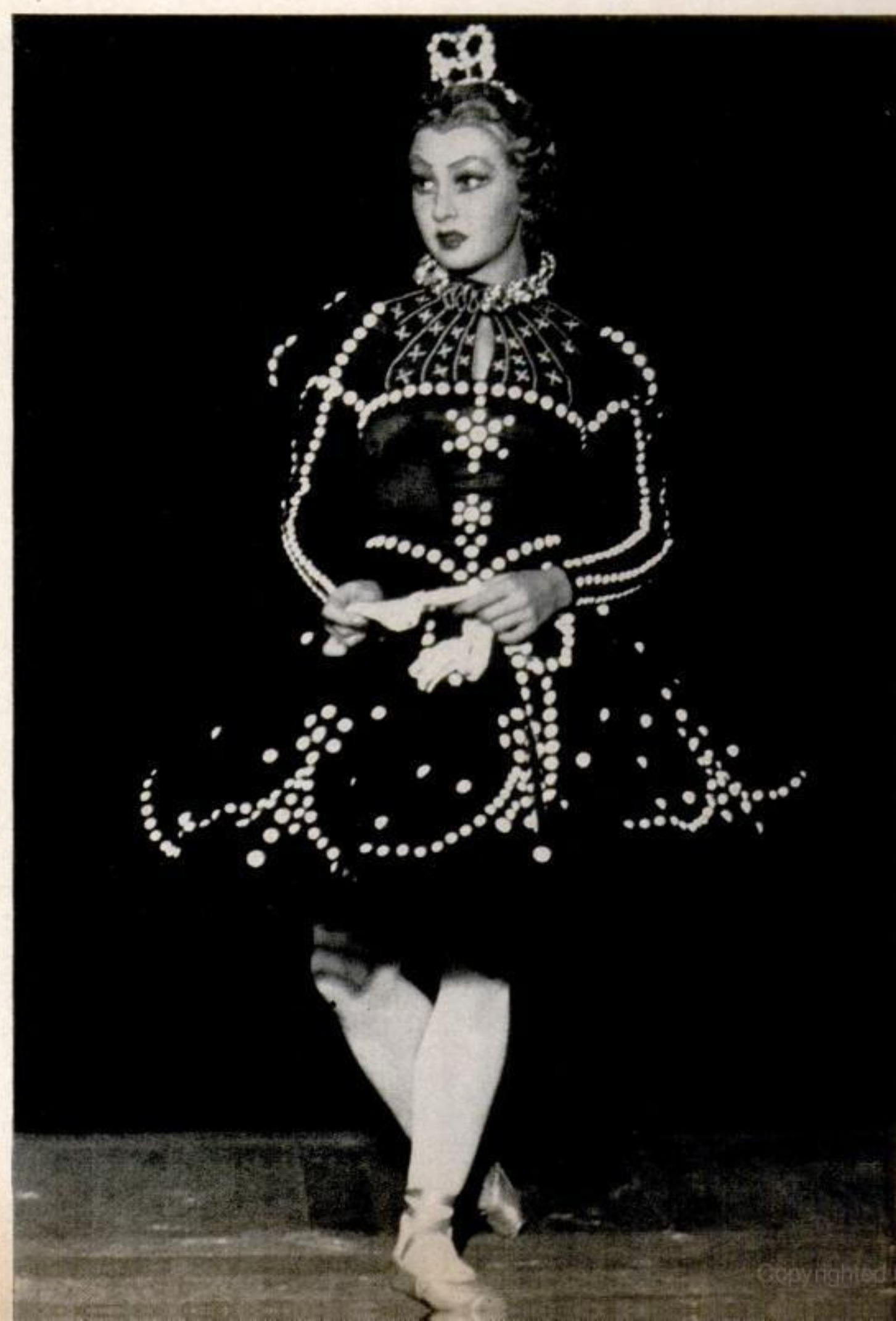


AN AMERICAN AND A CANADIAN DANCER OF THE BALLET RUSSE INSPECT BACKSTAGE BOUQUETS TO SEE IF ANY ARE FOR THEM

Veteran ballerina is Alexandra Danilova, here rubbing her slippers in resin before a performance of *Petrouchka*. Ballet Russe girls are mostly under 20. Danilova is 30.



Principal ballerina at the age of 15, Irina Baronova is the Ballet Russe's prodigy. Now 18, she shares first honors with Danilova. She is here dressed for *Les Cent Baisers*.





From a tale by Dante comes the ballet of *Francesca da Rimini*, in which Edouard Sobichevsky, in grotesque make-up, dances the part of a courtier.



A putty nose is worn by Marc Platoff in *Francesca da Rimini*. His real name is Marcel Leplat. He comes from Seattle, wants to go to Hollywood.

THE BALLET RUSSE BRINGS ITS LOVELY GIRLS AND FUNNY MEN

Photographs for LIFE by John Phillips



DAVID LICHINE

funny-looking men in weird attire sway, twirl, leap and dip in tales from ancient storybooks.

Nothing about the Ballet Russe is stranger than that it pays. And making so exotic an enterprise pay is no mean accomplishment. In fact, never before in the history of the ballet has it been done. In 1916, the late banker and art Maccenas, Otto Kahn, brought over Nijinsky to astound New York with mystic grace and breathless leaps, but it cost him \$350,000 in deficits.

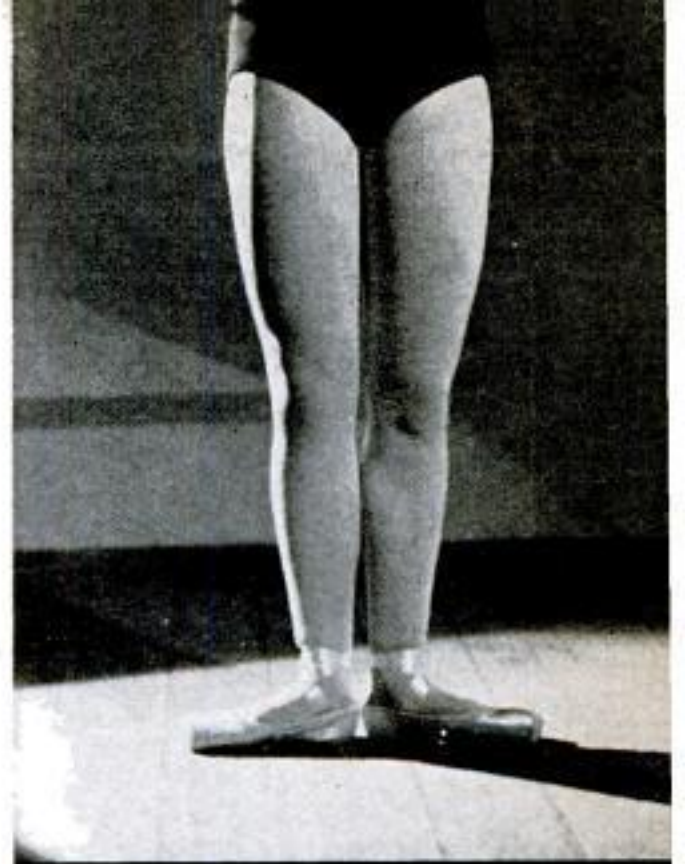
Ballet costs, even today, run into fantastic figures. Steamship passage for the Ballet Russe company of 65 costs \$21,250. Railroad fares exceed \$4,500 a week. Salaries add \$9,000 a week. Scenery, 1,495 costumes and 2,000 pairs of shoes a year help bring the running cost to \$16,000 a week.

Though the Ballet Russe spends huge sums and takes in huger ones, its girls lead an almost monastic life. Members of the *corps de ballet* get \$35 to \$40 a week. Out of this they must pay for their keep, their meals on trains, their make-up, their Epsom salts for bathing swollen feet, their silk tights at \$15 a pair. Except for a brief summer vacation, their rigid daily routine consists of lessons from 9 to 10 a.m., rehearsals from 10 to 1 and 3:15 to 5:30, performances from 8:30 to midnight. Though there are plenty of invitations, especially for the seven American girls in the company, most of the dancers prefer to hurry back to hotels for sleep.

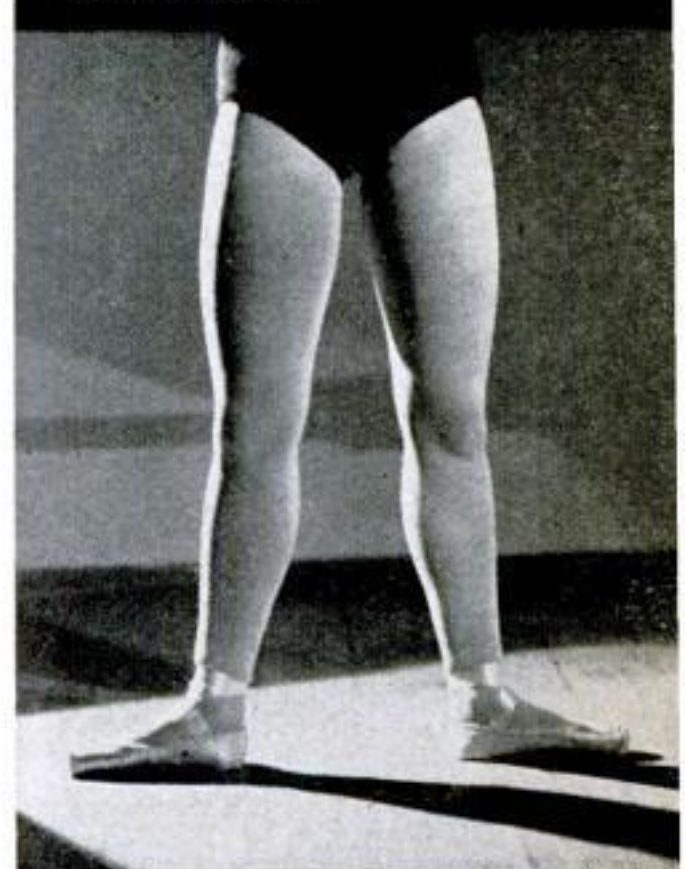


The dancing painter of David Lichine's newest ballet, *Le Lion Amoureux*, is played by Edouard Borovansky. Soloists like him earn \$75 to \$100 a week.

CONTINUED ON NEXT PAGE



THESE FIVE . . .



POSITIONS ARE . . .



THE BASIC ONES . . .



FOR BALLET RUSSE





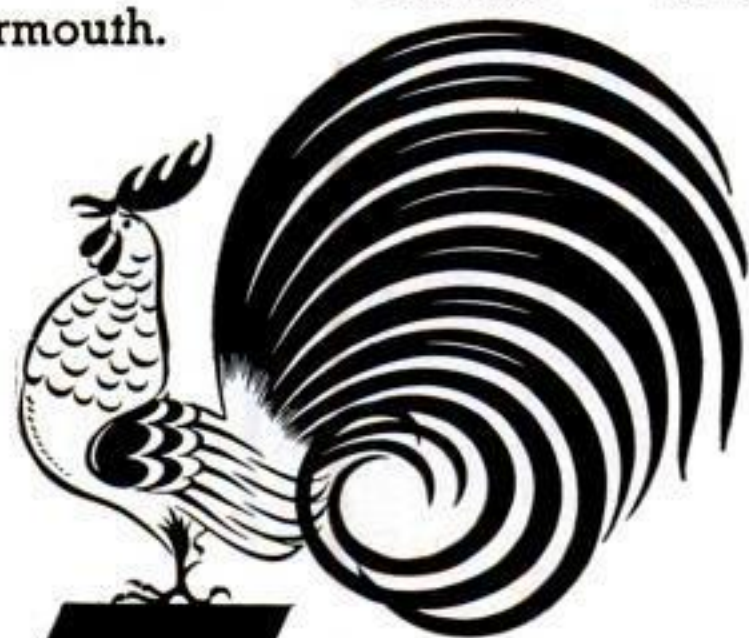
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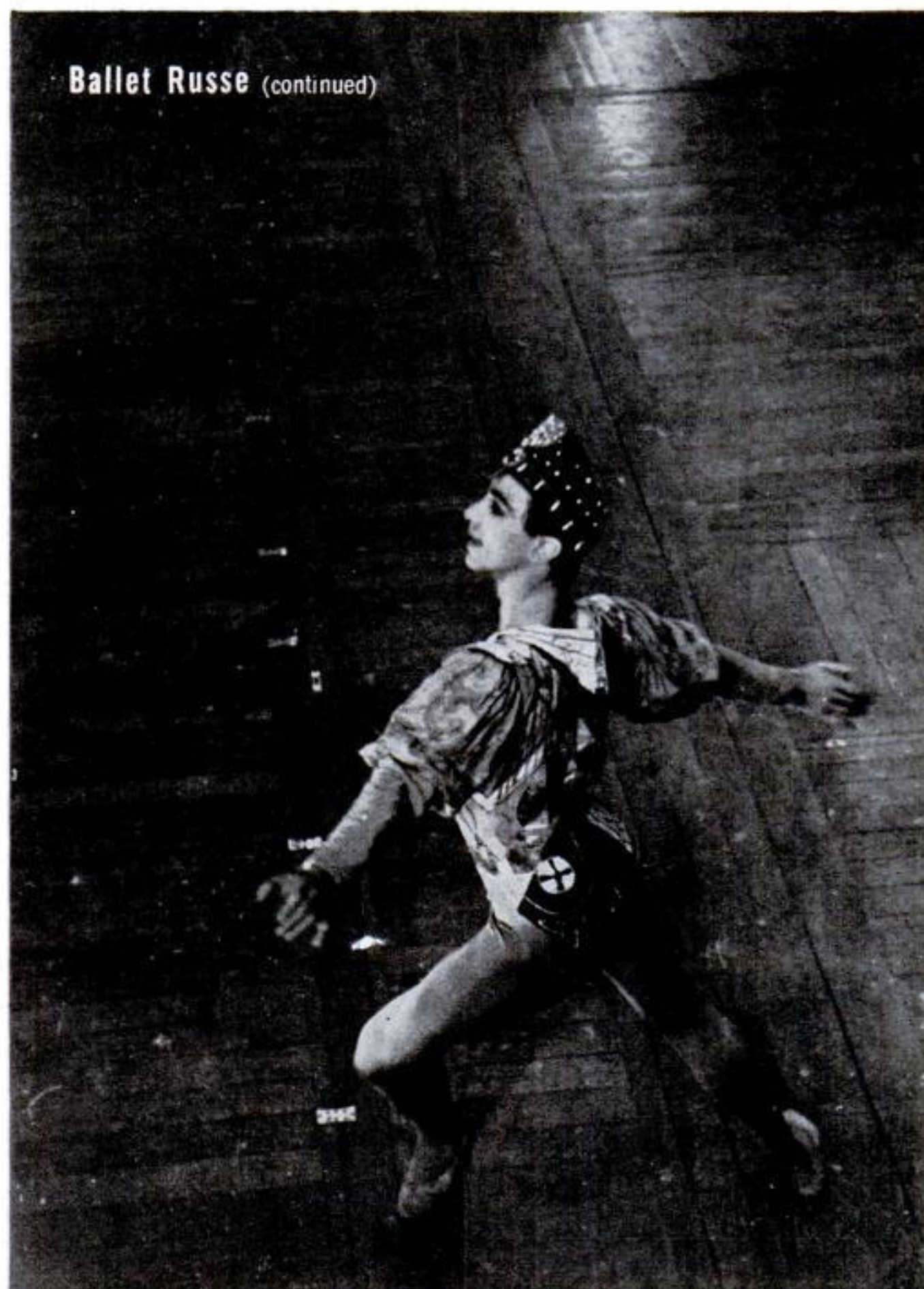


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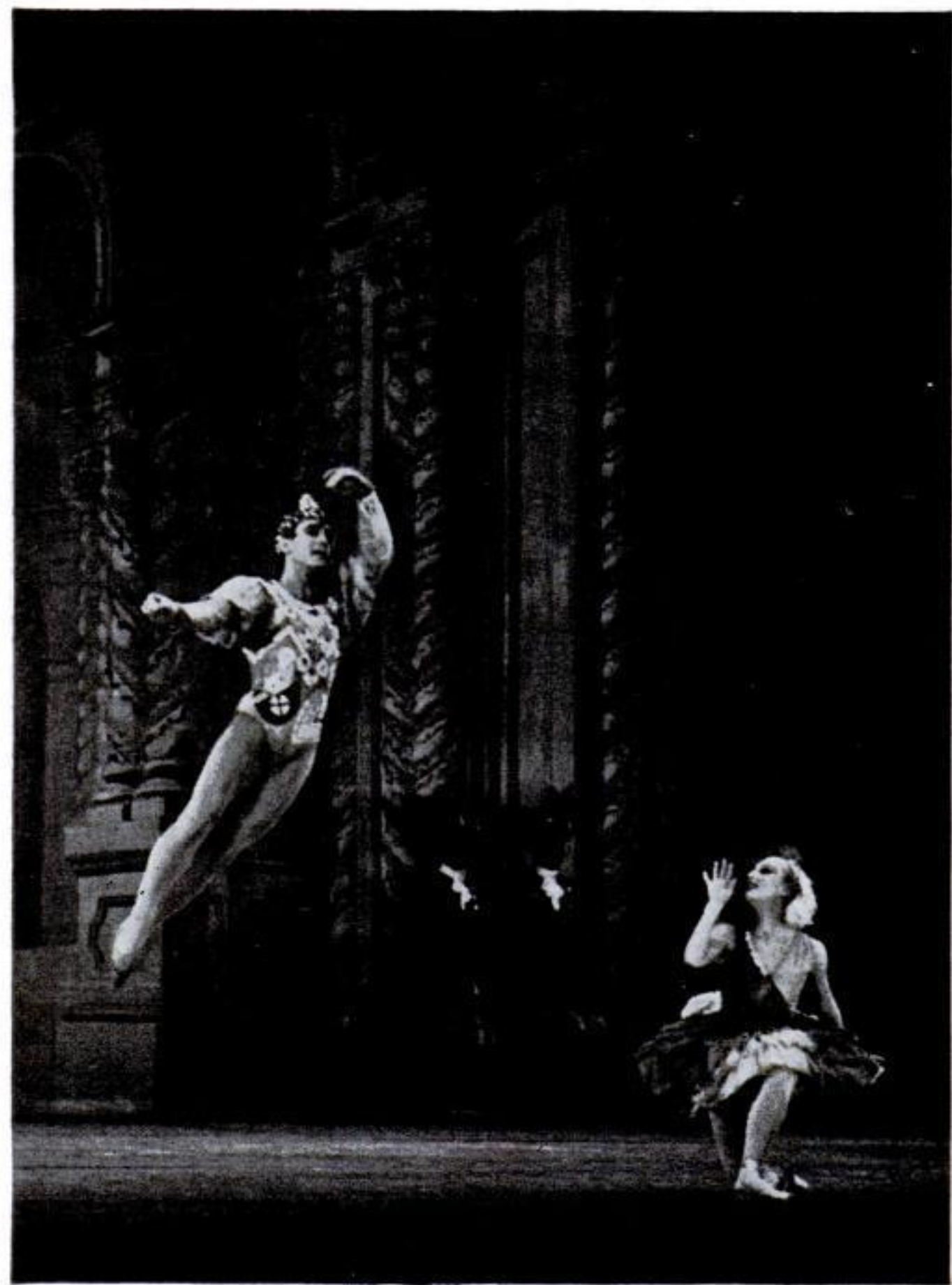
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Ballet Russe (continued)



The whirling leap is the crowning achievement of male ballet stars. Here is David Lichine, chief dancer and choreographer of the Ballet Russe, preparing for (above) and executing (below) his 3 ft. 8 in. leap in *Aurora's Wedding*. Greatest of all leaps was made by Nijinsky, who left audiences gasping at the end of *Spectre de la Rose*, when he vanished through the window with a soaring bound, 4 ft. high.





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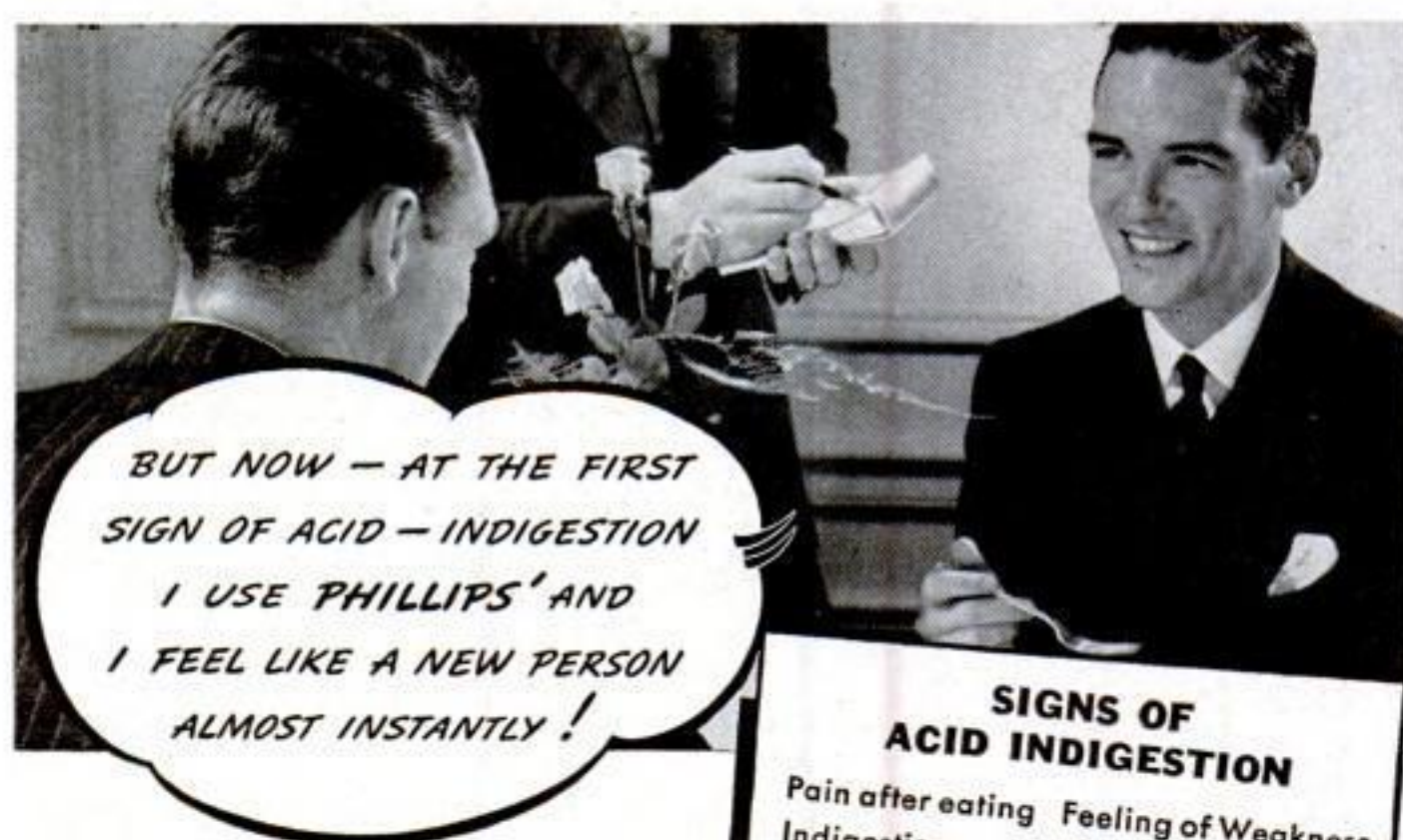
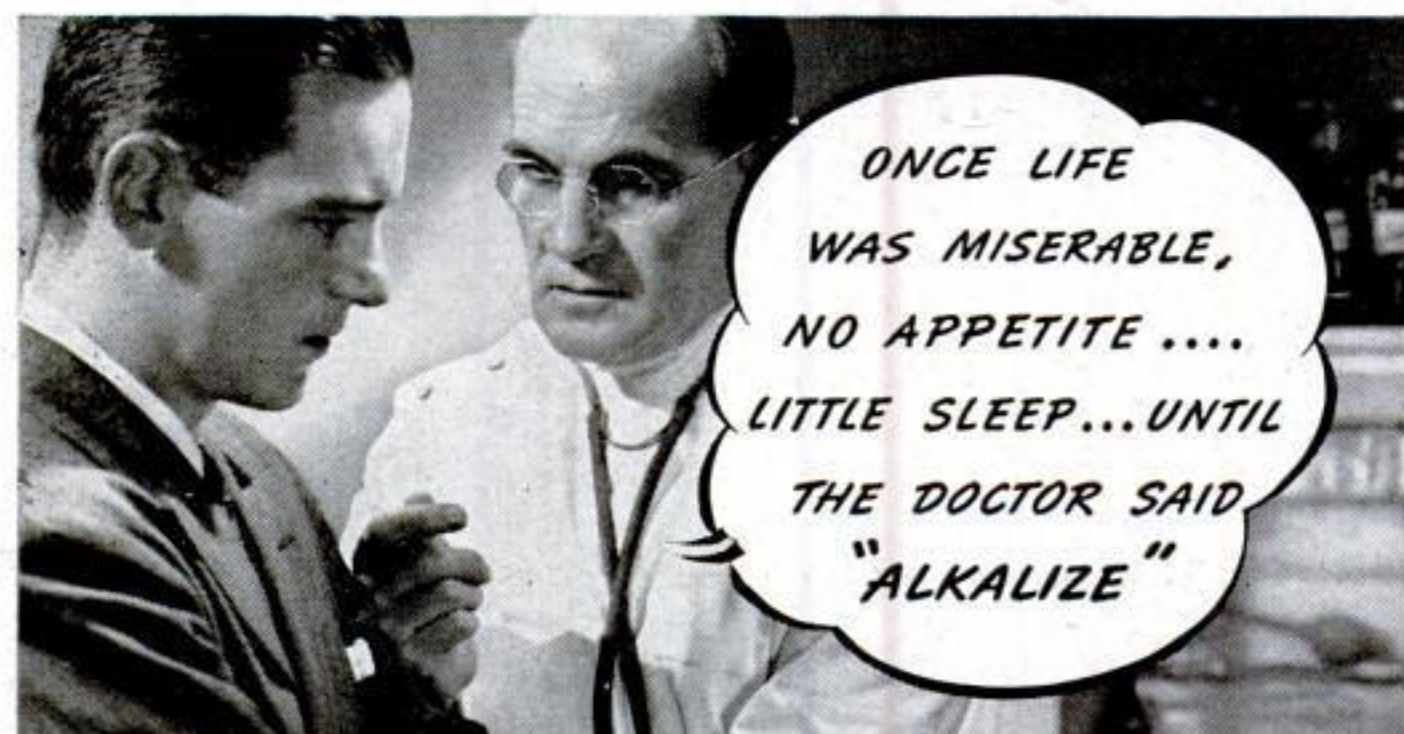
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THE HABSBURG FAMILY VISITS PARIS

It hears the call of the Austrian throne



More and more, France and England are wondering whether they had better not drop their last objections to the restoration of Archduke Otto of Habsburg to the throne of Austria, before the Nazis gobble up Austria. (Actually his restoration is solely up to Austria herself, since no post-War treaty stipulates the Habsburg abdication.) On Oct. 5, same day that the Duke and Duchess of Windsor visited the Paris Exposition, in another part of the Exposition grounds were handsome young Otto and his brood of brothers and sisters. He naturally made a point of visiting the Austrian and Hungarian pavilions. At the latter he listened to the gypsy orchestra (left and below). The star in his lapel is just a souvenir.



Otto is serenaded by the passionately royalist leader of the Hungarian gypsy orchestra at Paris Exposition's Hungarian Pavilion. Most Hungarians are royalists.



Habsburgs are (around table from left) Rudolph, Charlotte, Felix, aide-de-camp, Karl Ludwig, lady-in-waiting, Robert, Adelaide, and Otto, talking to an official.

Early Tips on Xmas Gifts by B.V.D.

It's early—but none too early—to do some thinking about your Christmas Giving. Particularly what to give the meticulous male. But with this pre-Christmas page of practical masculine presents your problems are easily solved. For pictured here are a few of the smart, sensible gifts that will please men from 16 to 60—gifts by B. V. D.*—gifts that men would gladly choose for themselves.

See these exclusive B. V. D. pajamas, robes and underwear at your favorite store. Whether you decide on a luxurious velveteen robe, handsome Louis XIV pajamas or any other B. V. D. gift, you're certain to do credit to your judgment and justice to your purse. P. S.: As a reminder to see the B. V. D. gifts for men—why not clip this page?

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- 4 FALLING LEAF DESIGN** pajamas in B. V. D.'s exclusive Bon Soir* fabric \$2 up. Also shorts with patented "All-Ways Stretch" seat 50¢ up.
- 5 SATEEN SHORT** in an exclusive B. V. D. pattern—patented "All-Ways Stretch" seat, \$1. Pajamas in same design, \$3.50 up.
- 6 ARGYLE PAJAMAS** have a masculine smartness men like. \$2 up. Also in shorts with patented "All-Ways Stretch" seat, 50¢ up.
- 7 FOULARD PAJAMAS** in Celanese. A handsome gift that will give long and excellent service. \$5 up.
- 8 ROYAL VELVETEEN ROBE**—a gift that expresses your Christmas wishes in a luxurious manner. Has a "\$10 look" yet costs only \$5.

*Reg. U. S. Pat. Off.

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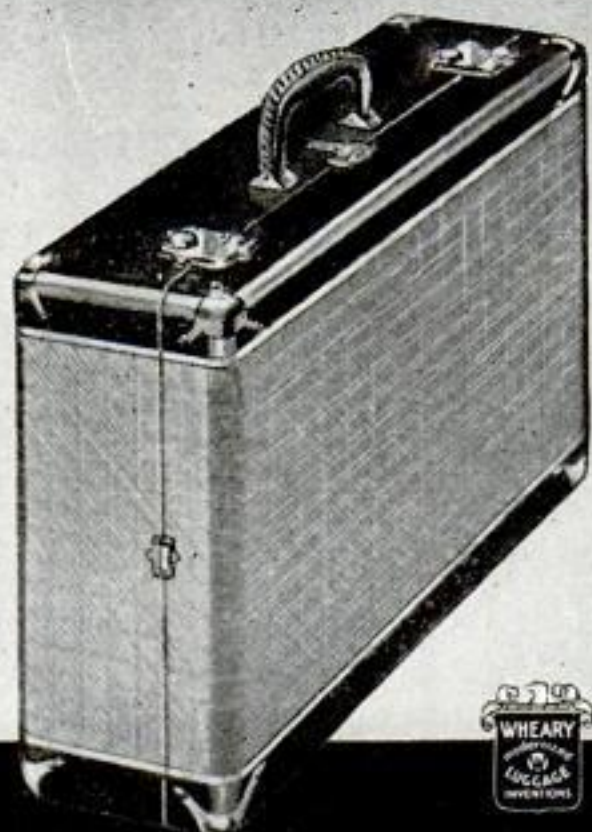
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WHEARY Luggage

Send for free booklet, "What to Take and How to Pack It": Wheary Trunk Company, Racine, Wis. New York Office: Empire State Bldg.

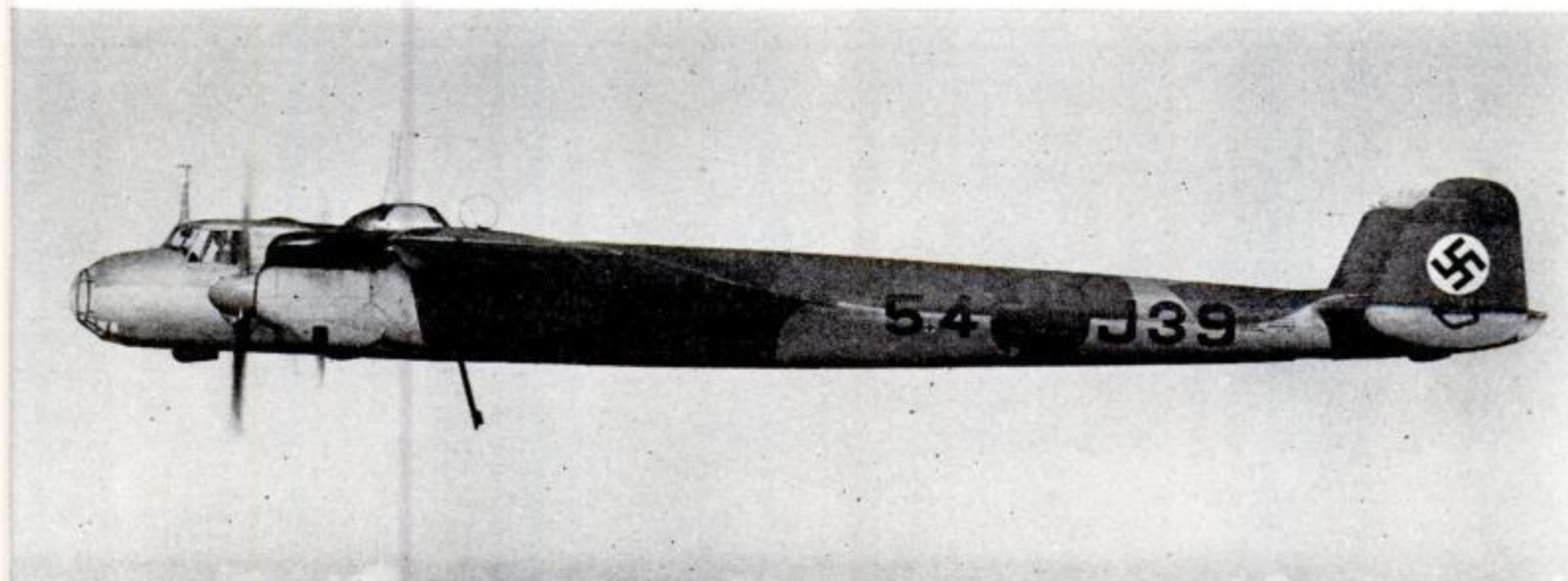


"Your Luggage, Please"

GERMANY, BRITAIN AND THE U. S. TRY OUT NEW BOMBERS

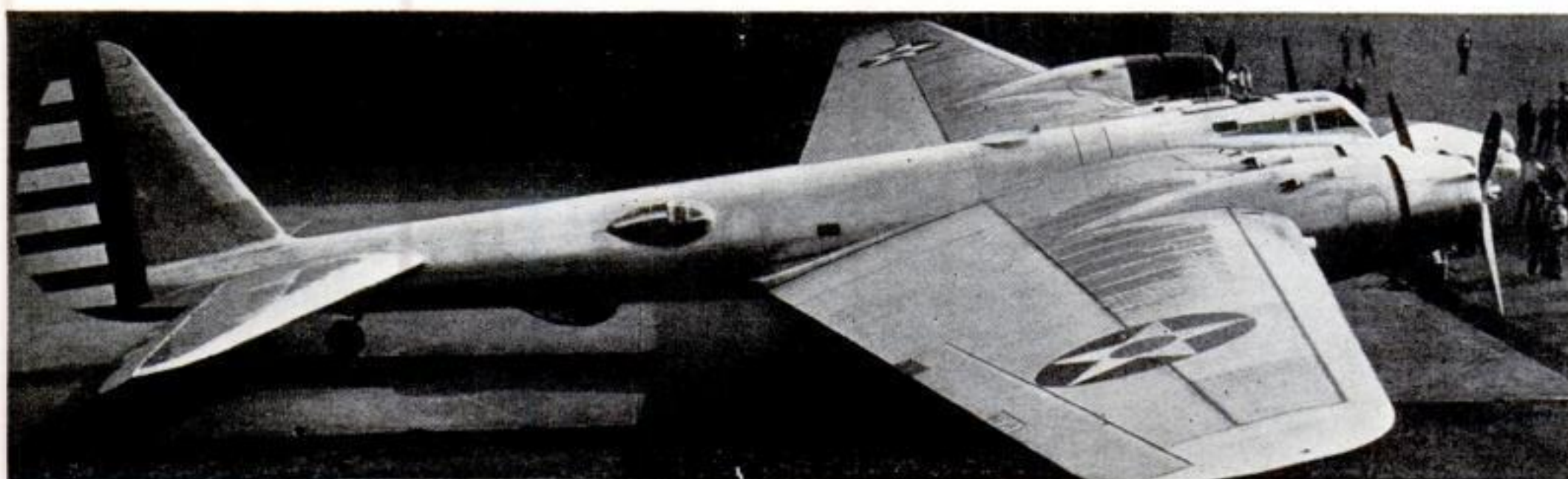
Latest secret masterpieces of the three most mechanical-minded powers on earth are the three bombers shown below. Of the three, the U. S. product (*centre*) is by far the mightiest. Wars in the air over Spain and China seem lately to have proved that fast little pursuit ships are ineffectual against properly defended bombers

whose machine guns can pick them off as they dive on the bomber. Hence, the great air fleets are now developing bombers whose guns cover every possible avenue of attack. A bomber's "blind spot" is usually against a pursuit plane that follows it just under the tail. Of bombers below, only the German (*top*) seems thus vulnerable.



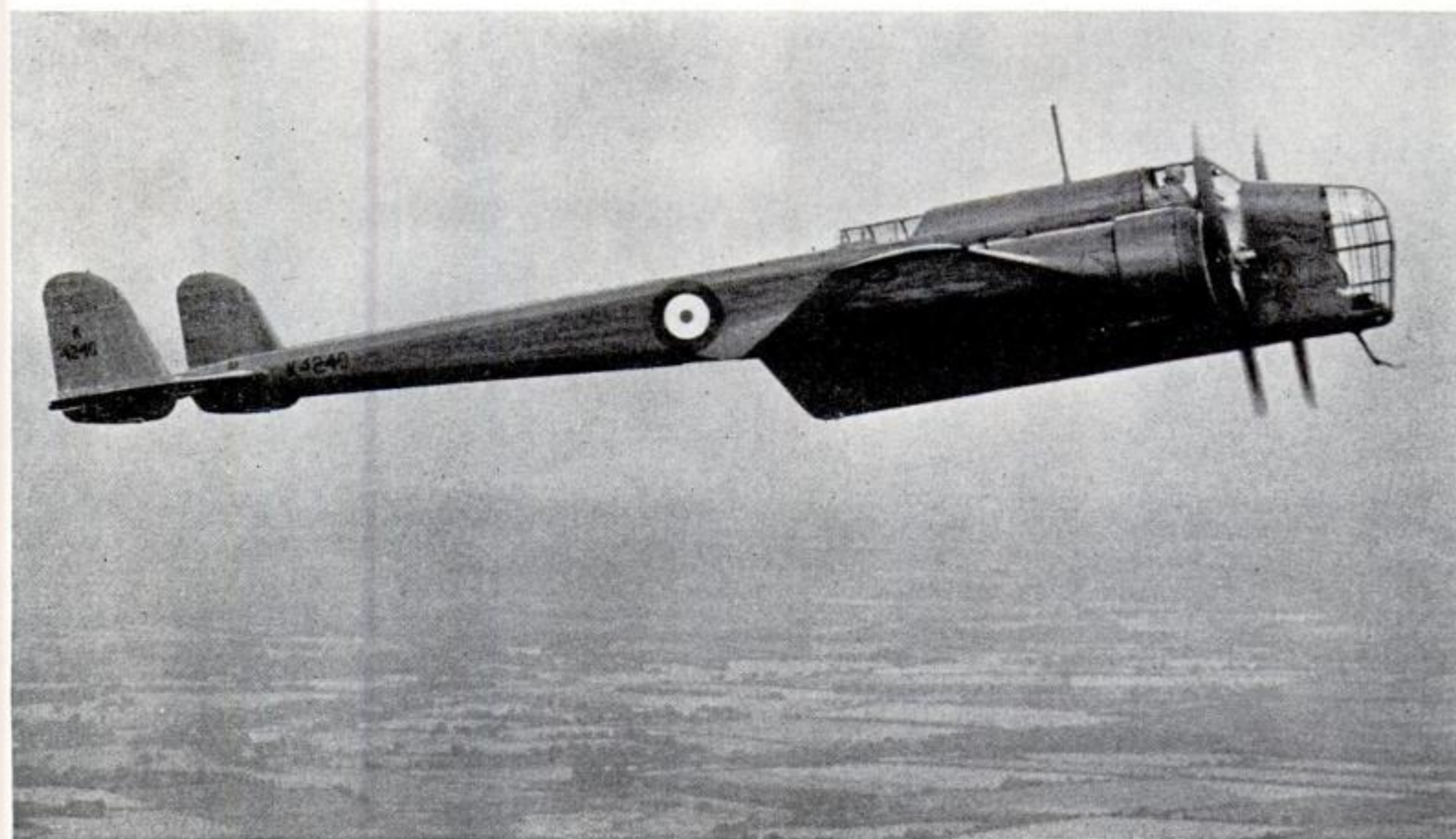
"Flying Torpedo"

This attenuated German fighter-bomber, highly mobile, has two Jumo-205 Diesel engines, 600 h. p. It is designed to outfight fighters. Speed is secret. Construction is all metal. The British already compare it to a dachshund, but the Germans prefer the torpedo image.



"Super-Fortress"

"Mightiest warplane ever built" is what U. S. Army engineers call this 30-ton Boeing XB-15, 90 ft. long, with six machine-gun placements. The Army has just uncovered it after three years of secret development. Thirteen of its 16-ton "little brothers" are now in use.



"Flying Suitcase"

This British Handley Page Hampden has an extraordinarily high, narrow fuselage, cut sharply away to allow a machine-gun placement covering the approach under the tail. The long rear part is actually a single boom to the tail. The two engines are Bristol-Pegasus.



"I think you've got something there, Tucker!"

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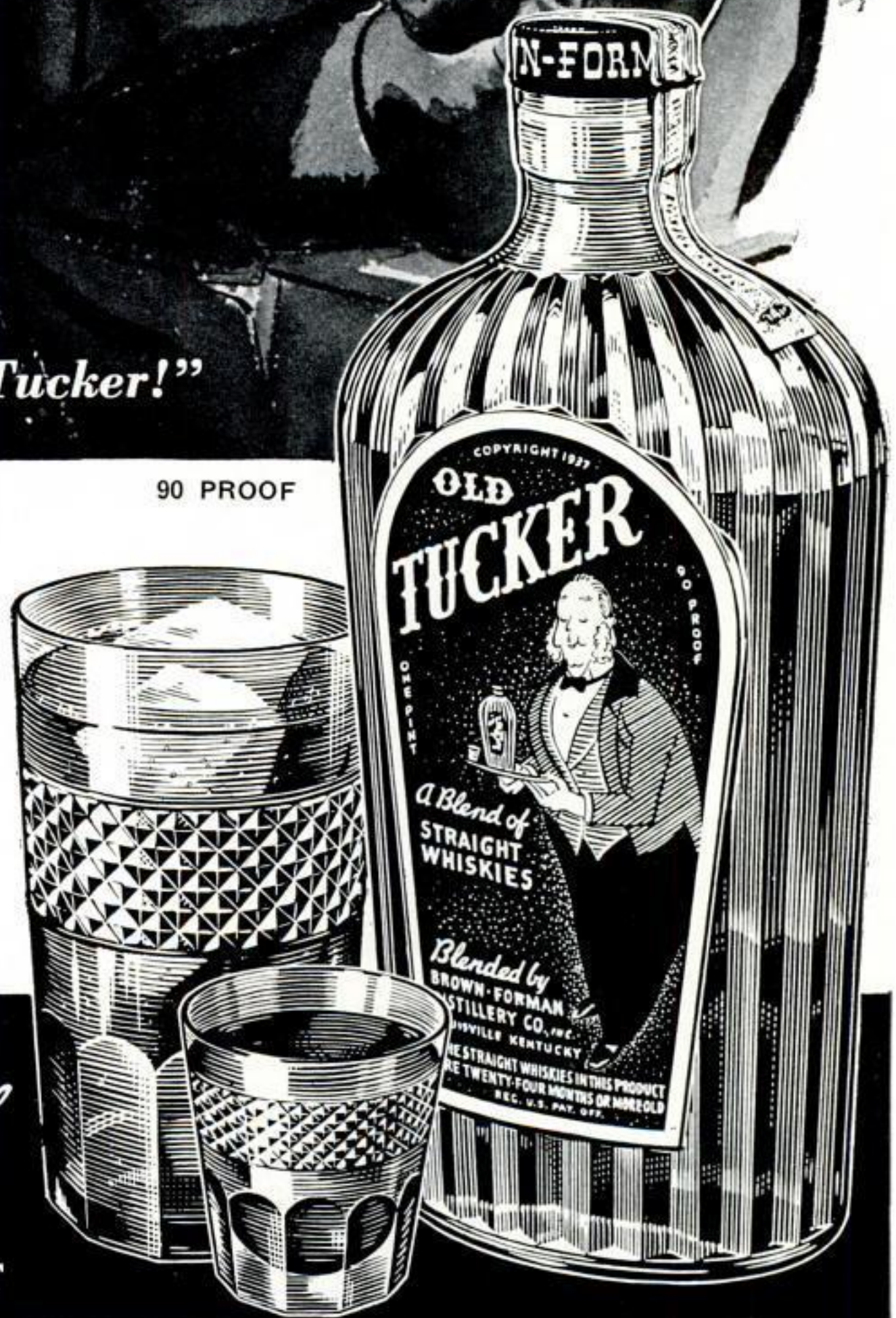
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Life Goes to a Party

At a Corn-Husking Bee in Kent, Conn.

Photographs for LIFE by Victor De Palma



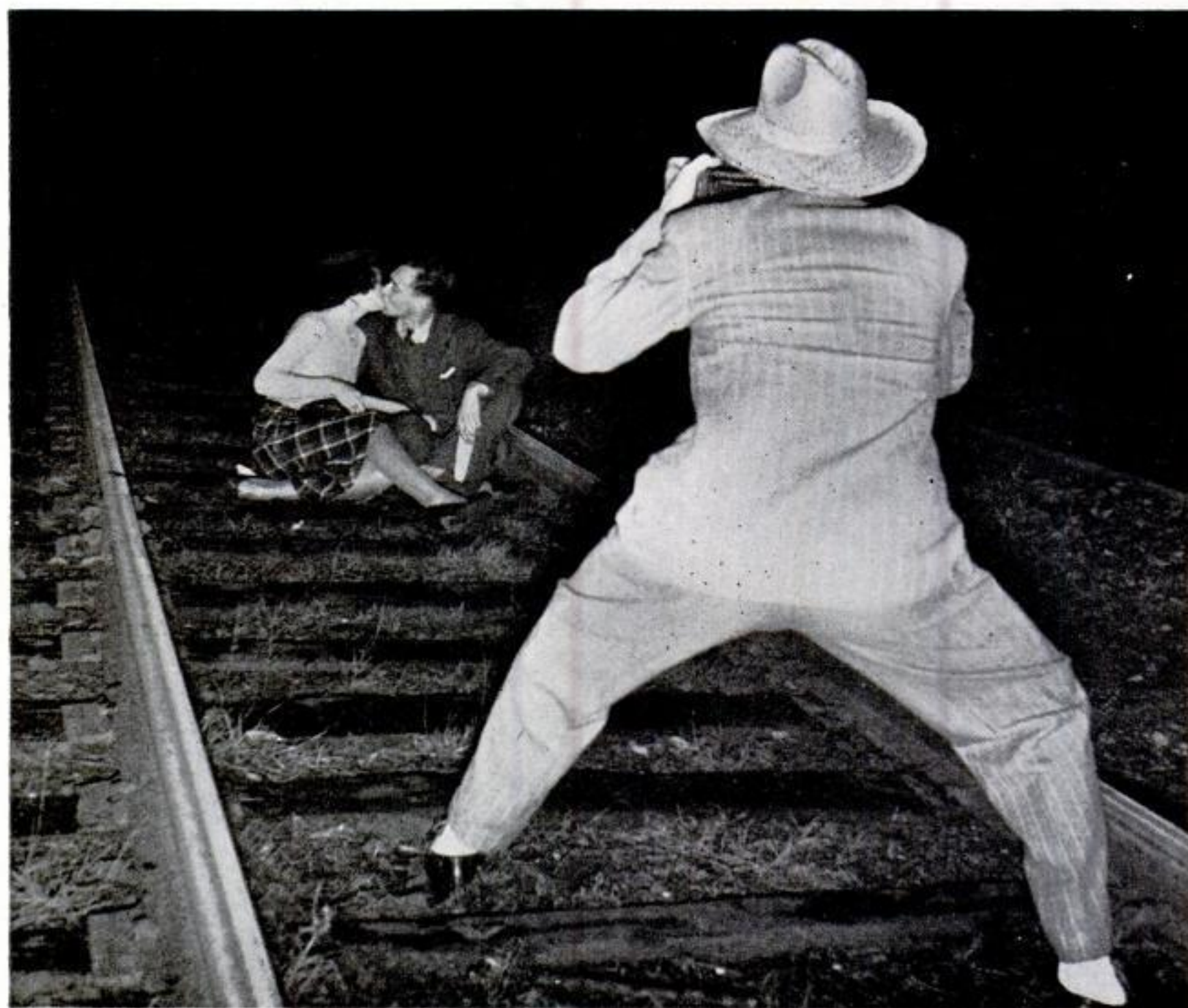
"WHEN THE FROST IS ON THE PUNKIN AND THE FODDER'S IN THE SHOCK."



To its long and gala list of snow, bicycle, camera and fold-boat trains, the New York, New Haven & Hartford Railroad has added a new one: a Husking Bee Special which on the afternoon of Oct. 23 carried 400-odd city slickers 92 miles to the quiet countryside of Kent, Conn. Greeted at Grand Central Station by Tude Tanguay (*left*), a fiddler specially imported from Kent, the amateur huskers piled into the nine-car train. On their arrival, notably convivial after two hours and 20 minutes in the cocktail lounge and bar car, they consumed staggering quantities of pork and beans, beef loaf, cabbage salad, pie, cider and coffee in Kent's Grange Hall. Next, a trifle faltering since an informal poll revealed that only

three out of the entire crowd had ever attended a corn-husking bee before, they took up the evening's serious business of tearing the husks off several hundred ears of corn. This task was made anything but onerous by the old-fashioned fact that finders of red ears, in proper husking tradition, were privileged to kiss any girl they chose.

The corn exhausted, and the huskers almost equally so, the latter returned to the Grange where they did their poor urban best to go through the steps of such bucolic square dances as the Portland Fancy and the Virginia Reel. Some of them tried the newer Big Apple. By midnight, after 6½ hours of eating, husking, dancing and twosing in the nearby cemetery, the tired revelers returned to the waiting train for the last lap of the New Haven's special binge which a railroad official called "the screwiest of the lot."



One uninhibited couple sat right down on the railroad ties and let a photographer take this picture of them. Note that each of them is holding

an ear of corn, at least one of which is presumably red. The section of track which they used for posing lies between the graveyard and the husking field.



Kent natives like this highly dubious pair of little girls watched the antics of the city folks with a certain amount of well-justified amazement. Kent's Grange Hall made over \$300 out of the visitors' suppers.



These inexperienced corn huskers, fortified for their work in the country by complimentary straw hats and paper bonnets from the New Haven Rail-

road, paid \$3 apiece to go on an expedition which gave them the privilege of performing the above service for Kent's presumably appreciative pigs.



A platonic kiss is bestowed by this husker on his companion whom he may or may not have met before the day of the husking bee. The red ear which she is holding gives her the right to this traditional attention.

The floor show at the Grange Hall dance which followed the husking bee included a female impersonator who whirled her man with a gusto that astonished the city visitors who looked on.



The Virginia Reel was one of the square dances which the huskers did best. In general, their efforts caused natives to say, "They'd be all right if they only knew how to dance."





TOASTMASTER QUALITY FOR ONLY \$7.50

NO need to wait longer to own a genuine Toastmaster Toaster—to enjoy toast at its delicious, golden best. The "Junior" model is non-automatic—the finest toaster made, of its kind. Toast two slices of bread at once on both sides. See it wherever fine appliances are sold.

FREE! "The Party's On"—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write to: McGraw Electric Co., Toastmaster Products Division, Dept. 150, Minneapolis, Minn.

TOASTMASTER *Junior* TOASTER

TOASTMASTER PRODUCTS—Junior Toaster, \$7.50... 2-slice fully automatic toaster, \$16.00; with choice of Hospitality Trays, \$19.95 or \$23.50... 1-slice fully automatic toaster, \$10.50... automatic Waffle-Baker, \$12.50



•THE SCIENTIFIC WAY TO STIMULATE HAIR GROWTH...REVITALIZE FALLING, LIFELESS HAIR

*Licensed for use under the methods of André A. Cueto, M. D., Cincinnati, Ohio, and according to U. S. Patent No. 2055128. Other U. S. patents pending.



• XERVAC alternate vacuum and pressure treatments for baldness, and falling or lifeless hair are now available at your favorite barber or beauty shop. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer, or write direct to

THE CROSLEY RADIO CORPORATION
Dept. 117-L
Cincinnati, Ohio

Copyright 1937,
The C. R. Corp.



IT'S THE GIFT

There is a smart La Cross manicure set planned especially for every lovely lady on your Christmas list.



SOPHOMORE
No. 4017 - \$1



VOYAGER
No. 4011 - \$4.50

La Cross
NEWARK, N. J.
NAIL POLISH SETS
The prestige polish that looks better and lasts longer

Other smart
La Cross
sets from
\$1 to \$35

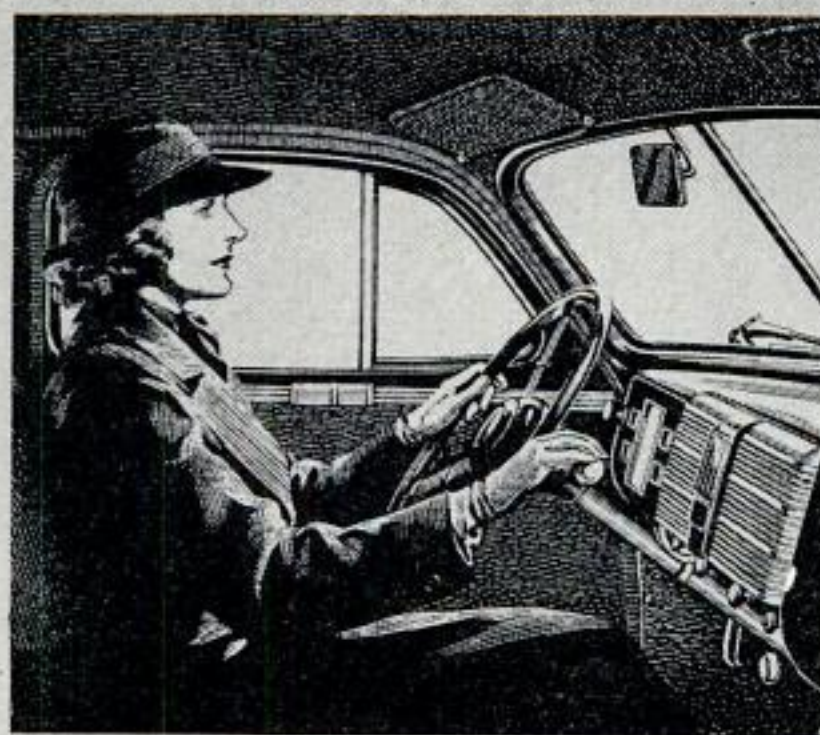
Life's Party (continued)

Kissing as a diversion at the Kent husking bee made husking a poor second. Because the discovery of a red ear traditionally privileges the finder to kiss anyone he or she pleases and because red ears were plentiful, many huskers made many new friends during the evening. But not everyone waited to find a red one and although each of the couples below holds an ear of corn, there may well be yellow ears among them.



CONTINUED ON P. 126

Now
LOOK AT
LaSALLE!



ENTIRELY NEW EASE OF CONTROL

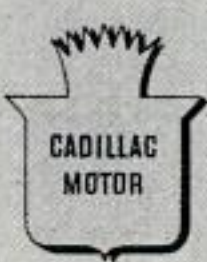
Located at your fingertips on the steering column, the new Syncromatic Gear Shift operates *exactly* as the old lever that took up so much floor room! This new shift is *standard*. There is nothing to learn, nothing to forget. But there is an almost miraculous new *ease of control* to enjoy!



DISTINGUISHED NEW STYLING

The new LaSalle's characteristic radiator is wider, and more deeply curved. The front end ensemble is strikingly beautiful.

V8



The 125-horsepower LaSalle V-8 engine is Cadillac-built—thru and thru!
A GENERAL MOTORS VALUE

IT'S FINER THAN THE MODEL THAT WON 35,000 FRIENDS

Last year, nearly 35,000 delighted buyers found LaSalle V-8 the perfect embodiment of everything they ever hoped a fine car could be—ultra-smart, fleet, fine-performing, and luxurious in every minor detail.

Yet the *new* LaSalle is a far more beautiful car. It has been bettered, refined and improved in a hundred ways. It is amazingly easier to drive and to park. It is a much more comfortable car, much more luxurious.

All through this newest and finest LaSalle V-8,

Cadillac has lifted the standards that made LaSalle last year's most popular fine car. Everywhere you find just what you would expect in every new Cadillac-built car—the highest quality, the finest craftsmanship, exquisite beauty and luxury without stint. And, of course, roadability and performance are of surpassing brilliance.

And you find something more. By Cadillac standards, nothing is right until it is *economically* right. That's why you will find the new LaSalle V-8 the world's *most economical* fine car!

3 ways to mouth health —
with this new chewing gum!



**CHEW
WITH A
PURPOSE**

1. ORALGENE is a firmer, "chewier" gum. It gives your mouth, teeth and gums needed exercise.

2. ORALGENE contains milk of magnesia (dehydrated.) It helps to mouth freshness.

3. ORALGENE helps keep teeth clean — and fresh-looking throughout the day. Chew it after every meal.



ORALGENE
pronounced oral gene (mouth health)
A DELICIOUS BEECH-NUT PRODUCT
SOLD WHERE BEECH-NUT GUM IS DISPLAYED

Life's Party (continued)




Death holds no sting for this frolicking couple who cheerfully parked hat and drinks on the tombstone of Clarissa F. in the cemetery across the tracks from the cornfield. Many a couple sought refuge there after the bucolic rigors of husking.



"All aboard!" cries the conductor to this couple still preoccupied with the aftermath of corn husking as the train starts back for Manhattan at 12:15 a.m. The trip home found most "huskies" stretched out on the seats in varying degrees of sleepiness.

**NEW FLAVOR FOR YOUR
OLD-FASHIONED**
Made with
**PILGRIM
RUM**



90 PROOF • STRAIGHT
NEW ENGLAND RUM

**WRITE FOR
FREE
RECIPE BOOK**

FELTON & SON, INC.
518 East Second St., South Boston, Mass.

**If you want
BRIGHTER TEETH**

and
**Healthier
Gums...**



**USE
Worcester Salt
Toothpaste**

Different from other dentifrices... contains specially powdered pure salt, milk of magnesia and other beneficial ingredients, all blended together with a little flavoring to form a most refreshing tooth paste. ... A really sensible dentifrice that you will like more and more every day. Write for free sample. Worcester Salt Co., Dept. 111, 40 Worth St., New York.



MINCE MEAT

Rich with choicest ingredients!

For a pie to do you proud, use Libby's Mince Meat, top it with latticed strips of pastry and cover them with hard sauce! Libby's Mince Meat is rich with the choicest, time-honored ingredients... with candied fruit peels, snowy suet, currants and citron and brandy. And—because it is aged for a full six months—you'll find the blended flavors are deliciously mellow.



PLUM PUDDING

To crown your holiday feasting!

Fitting climax to the good things of the holidays is the plum pudding of Old England, as brought to you by Libby. Here are all the traditional ingredients, combined according to a secret recipe and leavened by a special process that makes it lighter and easier to digest. During the holidays, serve Libby's Plum Pudding in full glory... a-flame with brandy and decked with holly sprigs. (For 8 people, use two 12 oz. tins; pack contents in a melon mold and steam.) But don't serve it *just* for the holidays. As Libby makes it, it's so very good and so easy to prepare.



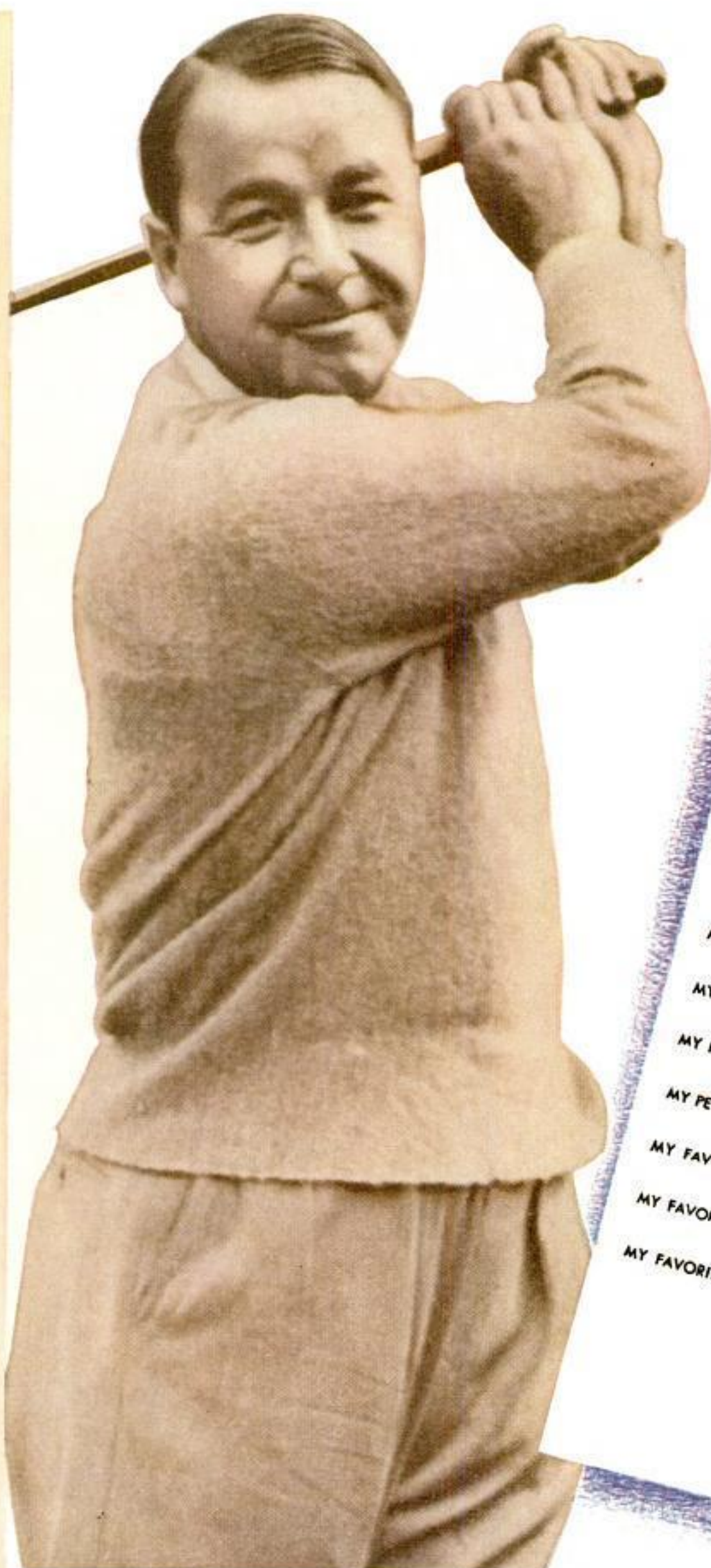
PUMPKIN

Specially grown for pies!

So that your pies can be richer in flavor, Libby has developed a special strain of pumpkin. And this finer pumpkin is double-sieved to give it a custard smoothness. Canned, all ready to use, Libby's Pumpkin saves you work, of course. And you'll agree it makes superior pies! Above is Pumpkin Pie with Holiday Trimmings—topped with whipped cream put through a pastry tube and, orange marmalade.

100
Libby's
FOODS

**ALL AS FINE AS
LIBBY'S TOMATO JUICE**



GENE SARAZEN Confesses!

CONFESSION SHEET

MY WORST FAULT I have none!?

MY BEST VIRTUE Tolerance

THE VIRTUE I ADMIRE MOST IN WOMEN Silence

THE VIRTUE I ADMIRE MOST IN MEN Generalship

MY CHIEF HOBBY Farming

MY FAVORITE SONG Home on the Range

MY FAVORITE BOOK Carnegie's "Lincoln"

MY PET VANITY Golf Hosiery and Sweaters

MY FAVORITE FOOD Spaghetti

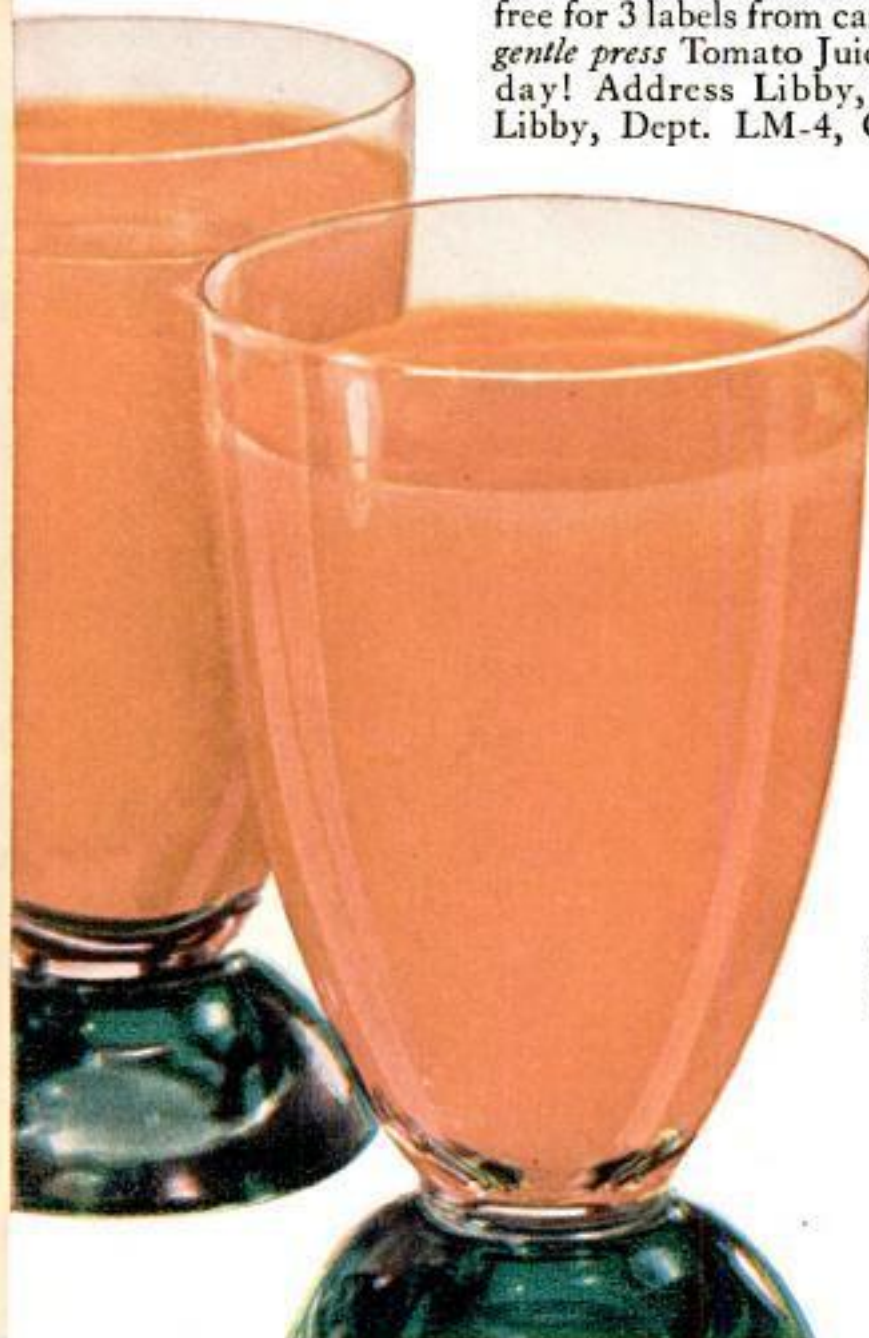
MY FAVORITE DRINK (HARD) Planters' Punch

MY FAVORITE FOOD DRINK Libby's Tomato Juice*

Gene Sarazen

GENE SARAZEN, golf champion of international fame, is one of the celebrities who's been playing the amusing new game, *Confessions*. Read his answers to the revealing list of questions... and send for a set of Confession Sheets so your friends can play it, too. A set of 12 sheets (with twenty surprising questions) will be mailed you free for 3 labels from cans of Libby's gentle press Tomato Juice. Write today! Address Libby, McNeill & Libby, Dept. LM-4, Chicago, Ill.

*The gentle press Tomato Juice, so famous for its flavor. Only flawless red-ripe tomatoes—prize beauties of the finest growing sections—are chosen for Libby's Tomato Juice. And by an exclusive gentle press method, only the pure sweet juice is taken from them. Millions prefer Libby's for its smoother, tangier taste. And they choose it, too, because Libby's is dependably rich in Vitamin C. Try it; buy three cans so you can get in on the special free offer above.



CAN SIZES
RANGING FROM
14 TO 50 OUNCES

Libby's
gentle press

(Process patented U. S. 1,956,615)

TOMATO JUICE



1820 *knew it*

1937 *knows it*



It's sensible to stick with

JOHNNIE WALKER

BLENDING SCOTCH WHISKY



There's a reason why men everywhere enjoy a short Johnnie Walker and soda before dinner. There's a reason why after dinner, it's of course Johnnie Walker. Since 1820, the genial gentleman in the red coat has stood for good taste and pleasure. So keep yours Johnnie Walker. There's no better whisky than Scotch and no better Scotch than Johnnie Walker.

RED LABEL, 8 YEARS OLD

BLACK LABEL, 12 YEARS OLD

CANADA DRY GINGER ALE, INC., NEW YORK, N. Y.; SOLE DISTRIBUTOR

PICTURES TO THE EDITORS



SKI WALTZ

Sirs:

LIFE seems to have covered the field of the dance pretty thoroughly, but the Austrian *Ski Waltz* with its adagio-like "hold-up marathon" finale (above) is new to the U. S. Ted Hunter, Dartmouth's Olympic skier and globe-trotter, discovered this unique dance in Austria and introduced it to this aggregation of Eastern collegiates. The scene is the Dartmouth Outing Club's barn-dance party at Warren, N. H. after a full day of climbing on Mt. Mooslaue.

The *Ski Waltz* is best described as a high-speed synthesis of the graceful old-fashioned waltz, the schottische with its hop, jammin' and the adagio. In the hold-up finale the girl should be unsupported except by her partner's two hands at her waist. Most of those above are doing it wrong.

JOHN S. STEIN

Hanover, N. H.

DISGUISED SCOUT

Sirs:

This petite "young lady" (right) is Jack Cavanaugh, Danville, Ill. Boy Scout who disguised himself so skilfully Saturday, Oct. 16, that he was able to pass through a city-wide network of 225 fellow Scouts from city limits to the county courthouse in the heart of Danville's downtown area, to be declared the best of 12 Scouts who tried the feat in an "Uncle Dan's Troop" contest. The biggest "kick" Jack got out of the whole affair was that furnished by several young men who tried to flirt with him.

TEP WRIGHT

Commercial News
Danville, Ill.



JAYWALKER

Sirs:

Buffalo, in an attempt to further its "Safety" campaign, is now enforcing a city ordinance which prohibits jaywalking. The first to be arrested and given a summons by police was Benjamin A. Dahlke, owner of the U. S. patents on the



red, white, and blue edging of the air-mail envelopes. Dahlke walked against a red light at Main and Seneca Sts. (above, left), accepted the summons without protest, went immediately to "cafeteria court" and paid his \$1 fine (above, right).

J. WINTON LEMEN

Buffalo, N. Y.

QUEEN MARY CHAIR

In this chair, before 3,000 subjects, with fanfare of trumpets and amid rich trappings and arras of crimson and gold, Mary Tudor was married in 1554 to Philip of Spain in the Cathedral of Winchester, dedicated in 1093.



20th Century History
Sits in

Royalchrome

Mary Tudor's 400-year-old chair was patched with metal to prolong its existence. Today's accepted furniture for beauty and practical use is metal, its enduring strength and service being emphasized thereby. The seemingly commonplace acts and words of philosophers, statesmen, scientists and business men now living will be the 20th Century's contribution to history. Royal Metal serves these leaders in scores of schools, colleges, churches, clubs, restaurants and hotels all over America.

**ROYAL METAL
MANUFACTURING CO.**

Michigan Boulevard
at 11th Place
CHICAGO

New York—Los Angeles—Toronto

ROYALCHROME furniture, formerly limited to \$1,500,000 annually has the same quantity limit but measured by pieces instead. Necessarily today the dollar value is greater. Continuing "dollar measurement" would mean discharging men. It is Royal's aim to employ the same number steadily—and if possible happily. This we try to do by having Royal's President know each workman personally. If your dealer cannot supply ROYALCHROME, we suggest you buy from Royal's several worthy competitors.

Royal

"Metal Furniture Since '97"

**EVEN AT
215° BELOW**

**"ZERONE"
anti-freeze
would protect**



TESTS prove "Zerone" can keep water from freezing solid even at 215° below zero. The basic material from which "Zerone" is made is so effective you need less "Zerone" to protect your radiator in the coldest weather. Just follow directions on chart or can.

"Zerone" also keeps a clean cooling system free of rust and corrosion, and actually helps to improve engine performance.

Sold wherever you see the "Zerone" banner that says the dealer is "Glad to serve you."

**COSTS ONLY
\$1.00 A GALLON**
SLIGHTLY HIGHER WEST OF ROCKIES
MADE BY DU PONT

ZERONE

*-The fastest-growing
anti-freeze*

PICTURES TO THE EDITORS

(continued)



LIKE ROBERT TAYLOR

Sirs:

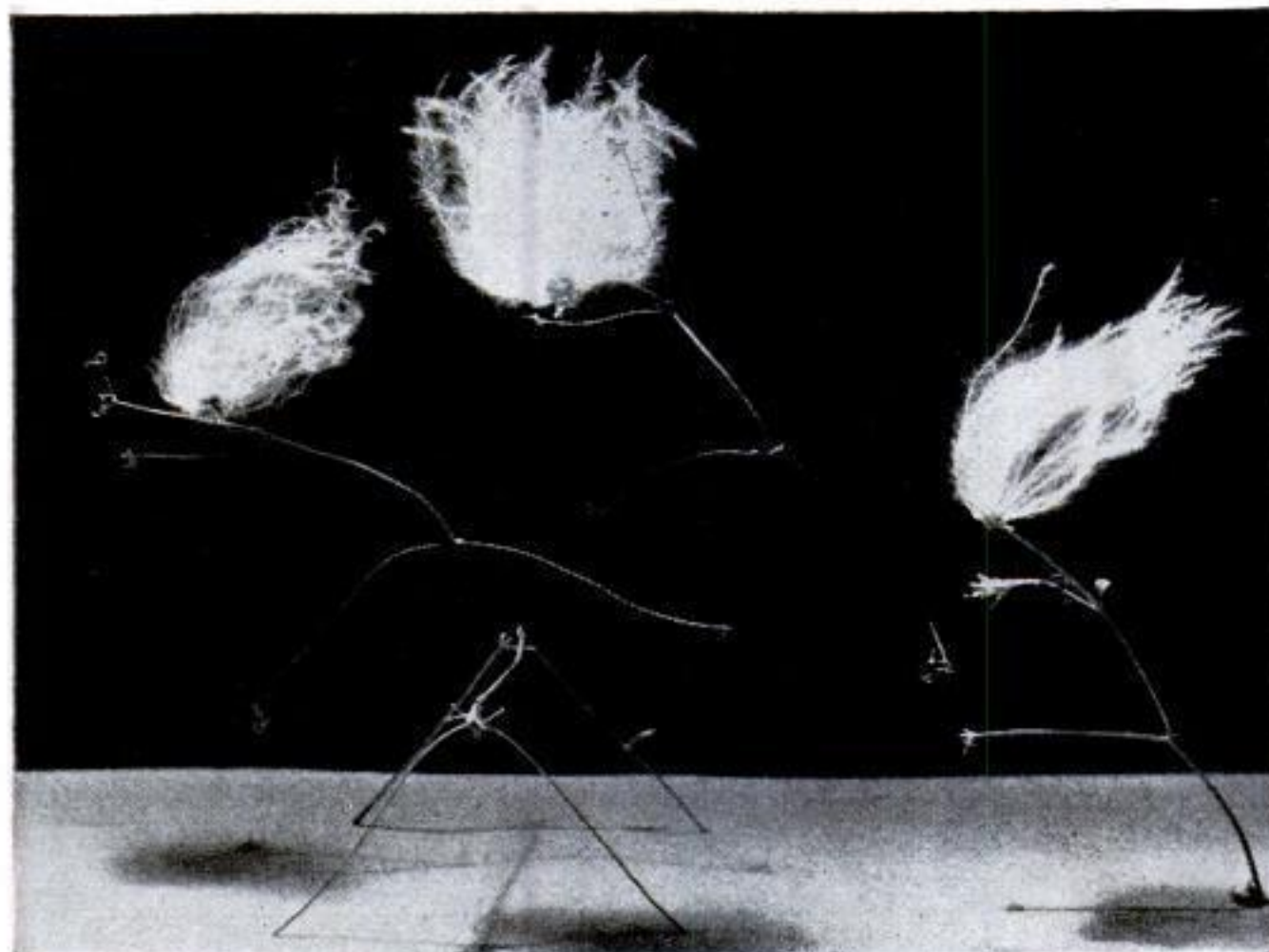
"To look like any particular star is a major misfortune in Hollywood," says LIFE, Oct. 18, page 78.

It's a major misfortune anywhere, say I, particularly in Boston, where fellow bean-eaters chide me in no uncertain terms concerning my husband's close resemblance to Robert Taylor (left).

Completely devoid of Hollywood stand-in ambitions, my better half is 27, the successful Advertising Manager of successful Old Mr. Boston Fine Liquors.

Publicity-hungry for his firm, but publicity-shy himself, only the above line is apt to curb his explosive wrath upon seeing his likeness in print.

MRS. HAROLD I.
REINGOLD
Brighton, Mass.



VINE PEOPLE

Sirs:

A few weeks ago there appeared in LIFE an interesting series of pictures of paper-clip-and-eraser people. In the Rio Grande Valley of Texas grows a vine with fuzzy seed tufts. If certain of the vine tendrils are clipped away the remaining sections often take on human proportions (above).

I feel that while my vine people may not display the bravado of the paper-clip-and-eraser individuals, they have a good deal of grace and character, and the added distinction of being exactly as nature made them.

HARRY PEDERSON

McAllen, Tex.

SMILING MENNONITES

Sirs:

I seen a picture in your magazine of some of the people that belong to my religion. Beneath the picture was stated that we are not allowed to smile or laugh at anything. This is a mistake, as you will see from the picture I am enclosing (right). We are allowed to smile, but are not allowed to have a foolish laughter.

This is a recently married couple, Mr. and Mrs. Abraham D. Miller, and live in Bay Minette, Ala.

DELILA MILLER

Bay Minette, Ala.



**Guaranteed
FOR ALL CARS**

**HāDees
3WAY CAR
HEAT**

DEFROSTER **CAR HEATER** **FOOT WARMER**

Powerful pressure blast to defroster; special supply of heat for footwarmer; full, free flow of heat throughout the car... HāDees "Chief" for only \$9.95... Ford special with double water flow... Super-Sedan for rear seat luxury... four other beautiful, brand-new models. Each gives you more heat for your money. See them at your HāDees dealer; write today for fully illustrated folder.

LIBERTY FOUNDRIES COMPANY
Rockford - Illinois

HāDees
THE COMPLETE SYSTEM OF CAR HEATING

DEAR DADDY-

Since you've been away, mother started using Cuticura Soap on baby brother. He loves it—and Oh!—does he smell good! Mother says it's the purest, sweetest soap she's ever used—and we're all using it now. Love, Mary-Ann. Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 41, Malden, Mass.

\$55 at Bass
FILMO DOUBLE 8"
With F3.5 lens—universal focus—weights only 24 oz.—4 speeds... Black and white or color... World's largest stock of cine apparatus.
BASS CAMERA CO. (WRITE Dept. L)
179 W. MADISON - CHICAGO, ILL.

SKIN RASH

RELIEVED...ITCHING STOPPED
Use cooling, antiseptic D. D. D. and quickly stop itching of eczema, blotches, athlete's foot, rashes and other externally caused skin troubles. Clear and greaseless. 35c, 60c, \$1.00. At all druggists.
D.D.D. Prescription

**Free
Camera Book**
Just out! Illustrates, lists America's most complete, varied stock of movie & still cameras, lenses, enlargers, films, supplies. Write for free copy!
CENTRAL CAMERA CO. (Est. 1899)
230 S. Wabash, Dept. LF-111, CHICAGO



"I'm a
YES MAN*'*
and proud
of it!"

"I'm busy saying 'yes' to prospects who ask if every window in the car is Safety Glass made of PLATE GLASS, and not WINDOW GLASS."

. . .

When you go to look at the new cars you will be greeted in most salesrooms by counterparts of this man. They are the confident, enthusiastic salesmen of the many cars that now come completely

equipped with Safety PLATE Glass—the finest safety glass obtainable—at no extra cost to you.

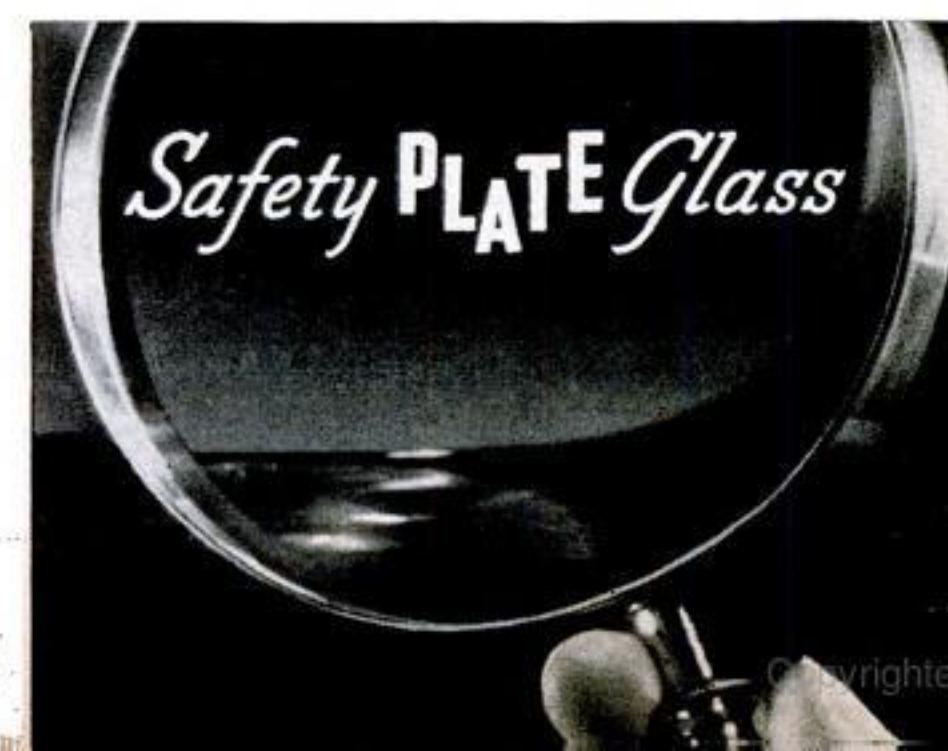
Naturally, at no increase in price, you'll want a car with Safety PLATE Glass in every window. This finer, clearer and more beautiful safety glass is made by laminating together two pieces of carefully ground and painstakingly polished PLATE glass—not ordinary window glass. Its unsurpassed clarity minimizes eyestrain and fatigue. Its sparkling beauty lends a touch of distinction to today's smart car designs. Its endur-

ing luster adds greatly to your pride of ownership.

Before you buy a new car make sure that it has Safety PLATE Glass—easily identified by the Hallmark of Higher Quality—in every window. All cars have Safety PLATE Glass windshields; but many motor-car manufacturers, in their desire to give you the utmost in comfort and beauty, use this finer glass in every window of their cars as well at no extra cost to you.

PLATE GLASS MANUFACTURERS OF AMERICA
PITTSBURGH, PENNSYLVANIA

**FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.**



Sometimes
it's worth
\$100.00
a jar



—if you think of it
as MUM-surance

I don't want to talk crazy in this column.

I want to sound sane, sensible and believable.

But I can easily imagine situations in which it would have been worth \$100 to you to have used Mum . . . and to have kept the full esteem of people who like everything about you except *just that one thing*.

Pleasant social associations, friendships, business prospects are often lost as the result of perspiration aura. I'm not just writing an ad. People are deadly drastic about this. They're actually cruel about it.

So, cease to think of Mum as a little jar of something which costs a fraction of a dollar.

Mum is like an insurance policy: its cost is trivial, but its worth under certain circumstances may be almost immeasurable.

You can afford to use Mum *all year* for the sake of avoiding JUST ONCE the effect AGAINST WHICH Mum definitely INSURES you.

Mum is a pleasant fragrant cream which prevents underarm perspiration odor for a day without interfering with perspiration itself.

Millions of men now make a daily habit of two dabs of Mum underarm every a.m., and maybe again before evenings out. Many also use touches to the feet to keep hose and shoe linings fresh.

I trust Mum
—not myself

You don't have to plunge heavily to try Mum. Just rip off the corner of this page, write your name and address on it, and send it for a free sample to Bristol-Myers Company, Dept. Q-117, 630-A Fifth Ave., New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



PICTURES TO THE EDITORS

(continued)



JIMMIE—1922

ONE COAT, FIVE CHILDREN

Sirs:

The enclosed pictures are of my five children, each taken in the same overcoat, at the age of three years. These pictures cover a period of twelve years.

In the first, the coat is complete with belt and buttons. In the second, one button is missing. In the third, the belt is gone and in the fourth there are two odd buttons all of which looks very bad for me and my needlework. Patricia, in the fifth picture which was taken in the summer in order to get her at the right age, seems pretty well disgusted with the whole affair.

MRS. J. W. SMITH
Kansas City, Mo.



JACK—1925



BILLY—1927



VIRGINIA—1932



PATRICIA—1934

**SMART
and
IT ALWAYS WORKS!**
New \$1.00



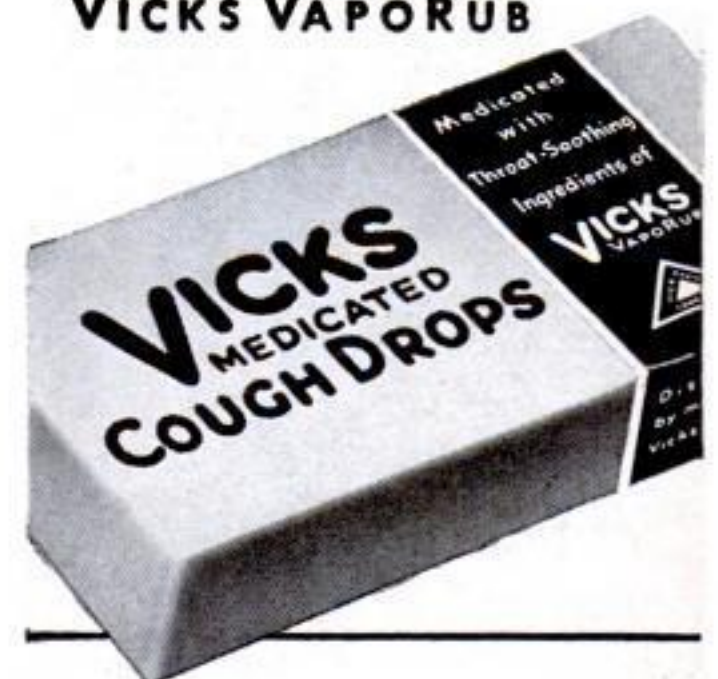
Autopoint

• Modeled in the modern mode! It's sleek, trim, ultra-smart! And . . . it's the world's most practical pencil! Only two moving parts! Practically indestructible. Exclusive patented "Grip-Tite" tip positively prevents leads from wobbling, twisting, or dropping out. New writing ease! You'll say it's the finest pencil you ever owned! In lustrous black Bakelite with gold-filled trim. At your dealer, or send \$1.00 direct to: AUTOPOINT COMPANY, Dept. LI-11 1801 Foster Ave., Chicago, Ill.

Autopoint
The Better Pencil

The ONLY Cough Drop

MEDICATED WITH
THROAT-SOOTHING
INGREDIENTS OF
VICKS VAPORUB



HANDEE Tool of 1001 Uses

A whole shop full of tools in one. Plugs in any light socket. A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves.



GET A DEMONSTRATION

at your dealers or order on 10-Day Money-Back Trial. \$19.75 and up postpaid. 3 Accessories Free. Catalog Free.

New CRAFTSMAN Project Book
"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects 25c. stamps or coin.

Chicago Wheel & Mfg. Co., 1104 W. Monroe, Chicago



SOUTHERN CALIFORNIA

IS
Exciting!

NIGHT and day something is happening in Southern California...Hollywood in white tie and tails, afire over its latest premiere...movie stars at a prize fight, or at a table next to yours in a famous night club... Santa Anita ablaze with color under a mid-winter sun...a network radio program broadcast from Hollywood or Los Angeles.

Then there's yachting off a tropic isle...bicycling and swimming at a desert oasis...the startling contrasts of snowballs at breakfast, a swim at tea-time, picking oranges after dinner! You'll explore old ghost towns of '49...and cities like Los Angeles, Pomona, Glendale, Pasadena, Santa Monica, Beverly Hills, Long Beach...scores of others in kaleidoscopic Los Angeles County and its neighbors. And all this is just over-night, even from New York, by plane; 2½ to 3 days

by train, 5 to 7 by auto or bus; 2 weeks by ship via Panama. Vacation costs here average 22.8% under those of 20 other leading U.S. resorts.

FREE: Automatic Trip Planner

This 80-page Official Guide Book—widely acclaimed by travel experts—plans your trip for you from start to finish: what to see and do, how to get here, time required, itemized cost schedules, plus over 100 photographs, maps, etc....authentic facts available only through this non-profit community organization. Coupon brings it FREE by return mail.

When you arrive be sure to visit our new Official Information Bureau, 505 West 6th St., Los Angeles, for expert help in getting the most enjoyment out of your stay here. FREE, of course.

MAIL COUPON TODAY.....

All-Year Club of Southern California,
Dept. 11-FF, 629 So. Hill St., Los Angeles, Calif.

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo, ☐ San Diego, ☐ Imperial, ☐ San Bernardino, ☐ Ventura, ☐ Kern.

Name _____

Street _____

City _____

State _____

(Please print name and address)

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

PICTURES TO THE EDITORS

(continued)

PICKPOCKETS

Sirs:

Here are some pictures showing how pickpockets work. They may serve to put people more on their guard against this type of thief. Though these scenes

are naturally posed, they plainly indicate the less obvious methods used by pickpockets around New York City.

ELI AARON

The Bronx, N. Y.



Theatre swipe. The girl puts her pocketbook in the empty seat next to her. The seat tipper in the row behind tips seat and pocketbook slides into his hands.



Stickpin stick-up. In a crowded subway one man dislodges victim's stickpin with a newspaper. Pin falls into a confederate's hand. They detain at the next stop.



Inside-pocket worker. In crowds one man shoves victim from behind, bumping him into a confederate who flips out victim's wallet from inside coat pocket.



Lush worker. In this case, the victim is either drunk or asleep on some public seat. The pocketpicking pair sit on each side of him, pretend to share a newspaper (above), and behind their shield proceed to remove all victim's movables (below).



Come where the sun is shining★—to El Paso on the Rio Grande



• Americanos from the North and East will love El Paso's golden sunshine . . . will welcome the chance to rest, to play out of doors, to see new sights, to know this "Land of Manana." There's golf every day—riding, polo, tennis, motoring over desert and mountain. And there are such world-famed scenic points as Carlsbad Caverns National Park, White Sands National Monument, and Old Mexico . . . yours to see and explore in warm winter sunshine. Plan now to visit El Paso this winter.

El Paso
COUNTY, TEXAS

★ Average Daytime Temperature for Nov. 65.6°

EL PASO GATEWAY CLUB, Room 14
Chamber of Commerce Building, El Paso, Texas

Send illustrated Sunshine Playground Booklet to

Name _____

Address _____

SUNSHINE PLAYGROUND OF THE BORDER

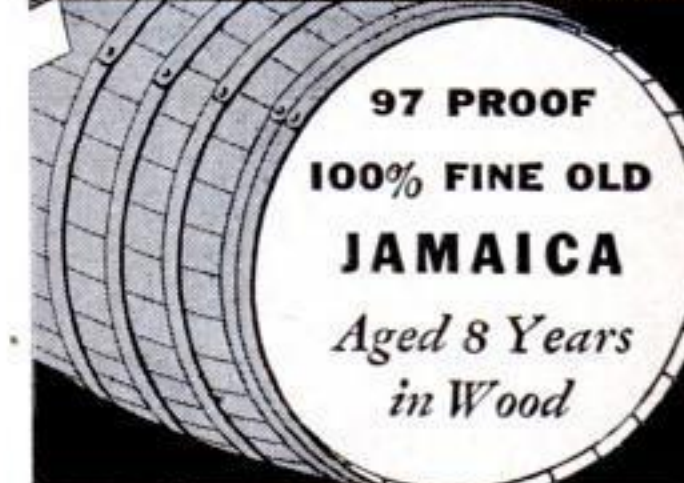


Now it's an Open Secret!

Give your own favorite drinks a smooth, mellow flavor and distinctive character by following this simple rule: "Mix them as they make them in Jamaica", with

MYERS'S RUM

"Planters' Punch" Brand



For free booklet of over 60 cheery rum recipes write to
R. U. DELAPENHA & CO., Inc.
Dept. LL-5, 57 Laight Street, N.Y.C.

Paris goes Scotch

You may select your first pair of Paris "Free-Swings" solely for their smartstyle...forexample . . . the currently popular Paris Scotch Plaids at \$1.50 very likely will win you. But next time you'll choose them for the amazing accommodation of the patented Paris leather-link pivot... that yields to every body motion . . . but never skids . . . never strains . . . never pulls. Widely imitated . . . never duplicated for comfort . . . style . . . or value. Get several pairs—one for each suit. Other styles: \$1—\$5.00

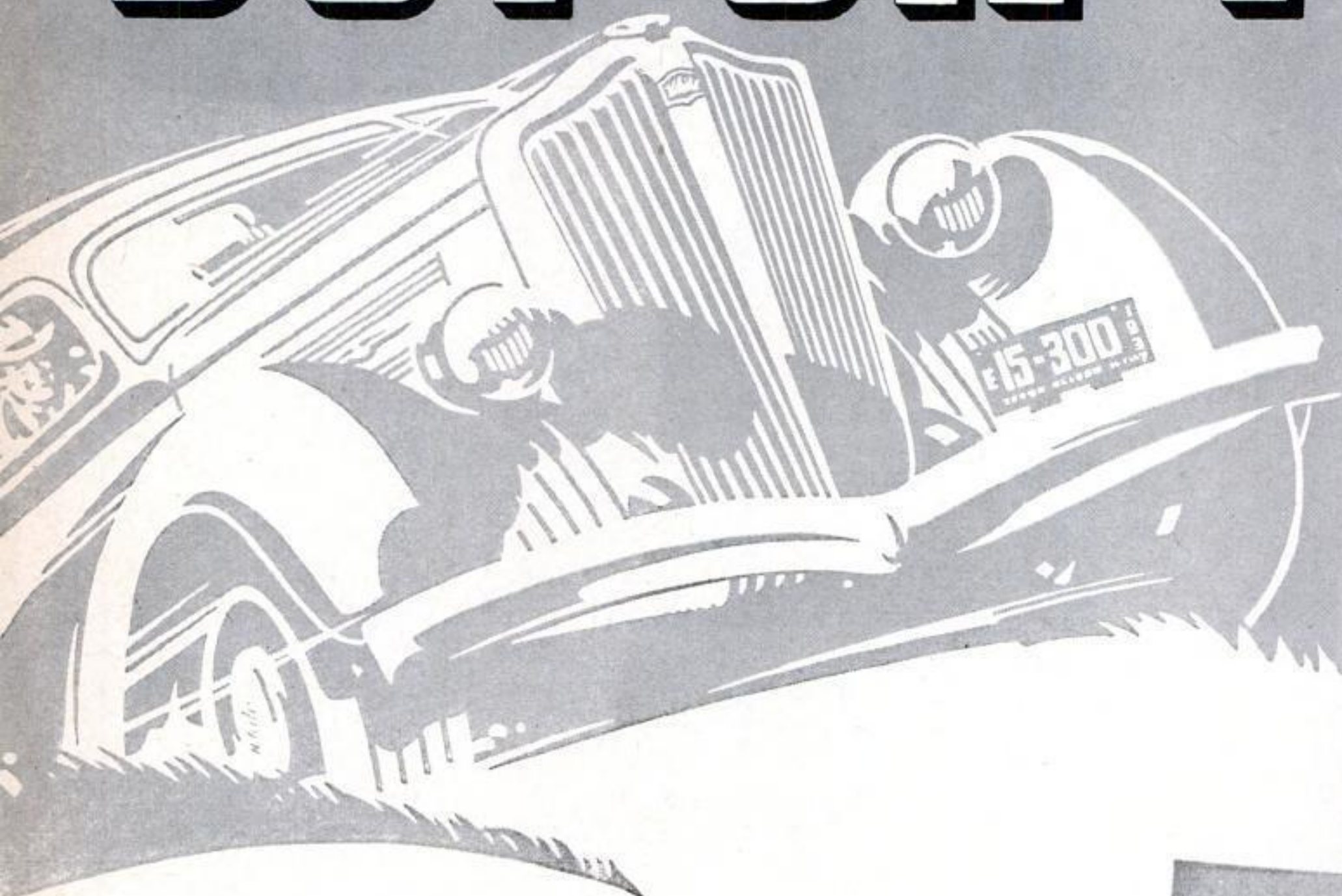
A. STEIN & COMPANY

Chicago • New York
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Makers of Paris Garters, Belts and Gards

PARIS
Free-Swing
SUSPENDERS
Can't skid off your shoulders

BUY ON FACTS!



WHITE TRUCK

Model 700

Actually Costs
Less to Own
Than Any Other
Truck

Trucks are an *Investment* in Business Equipment, Costing Hard-Earned Dollars!

● There's little sentiment about buying or selling trucks. Let's get down to FACTS.

The new White Model 700 is in the low-priced field... the lowest-priced White model ever built... made possible by sales gains that, for nearly two years, have been greater than the industry's gains.

Why are smart business men, all over the country, buying this new White in preference to other trucks that would cost them \$200, \$300, even \$400 less?

Here is the Answer!

Over a given period or over a given mileage, you actually invest less in the trucks themselves when you buy Whites than you would if you bought the lowest-priced trucks.

Your White Branch or Dealer has complete figures... startling, yet conservative... that prove this statement. It's plain, simple arithmetic. It takes no notice of the fact that the White 700 gives you other substantial savings. White power, stamina and in-built quality give you lowest operating costs... most trouble-free service... least idle truck time.

Consider the proposed investment well... *while it's still your money.*

Get the facts! See these figures at your White Branch or Dealer or write

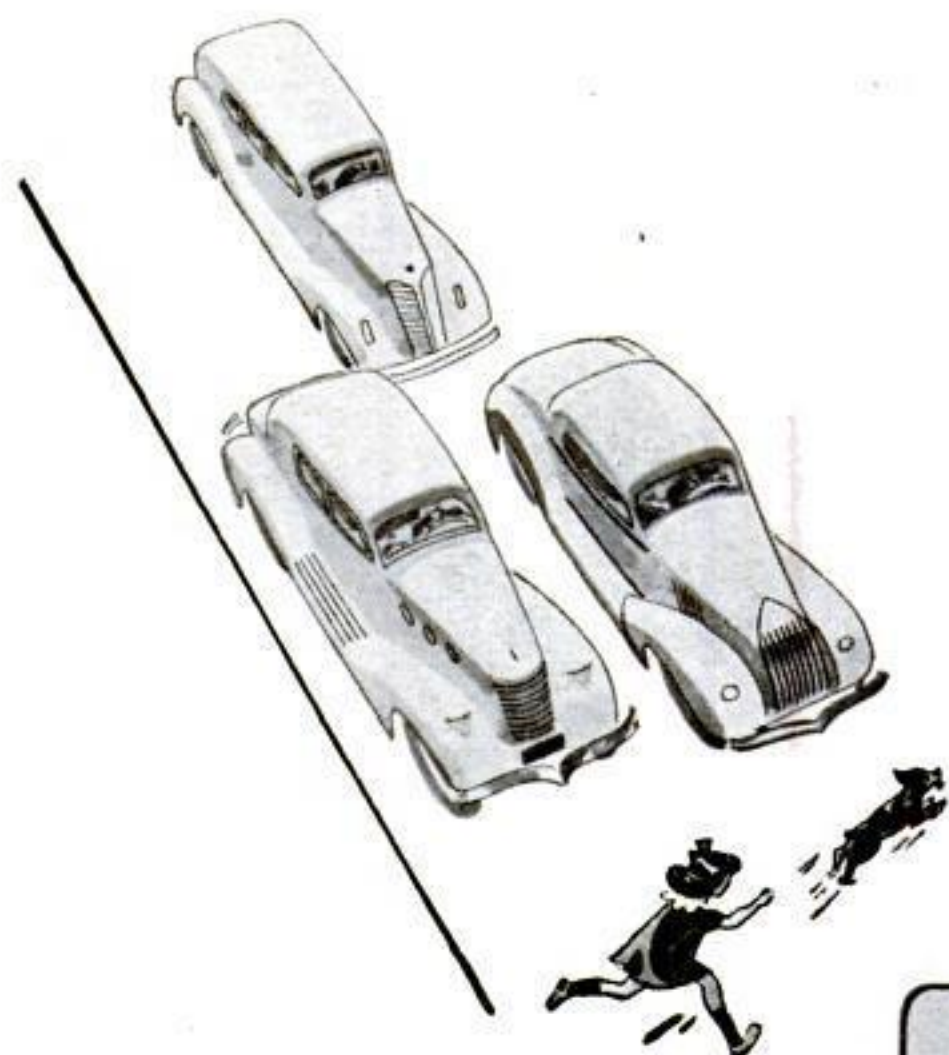
THE WHITE MOTOR COMPANY • CLEVELAND

White MODEL 700

THE QUALITY TRUCK IN THE LOW PRICE FIELD

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If you can **STOP** *-we won't get hurt*



Driving today gives your tires a hard job to do. When sudden turns or quick stops are necessary, you want to feel sure your tires will permit both engine and brakes to do their work well under all conditions — that they will hold the road and stand unusual strains.

With Hood Deluxe Speed Protected Tires, you can drive with that feeling of confidence.

Hood treads are sure-footed and positive on all kinds of roads in any weather. They give you better traction, safer braking, extra protection against skidding, and extra mileage.

The body of the tire matches the tread in quality and performance. Its rubber-protected cords are selected for strength and long life, and there is extra reinforcement wherever needed.

Between body and tread is the exclusive Hood Speed Shield — an extra protective layer of live rubber, cord-reinforced — to safeguard you against road shocks and blowouts.

You are always safer on Hoods; their super quality gives you greater protection as well as greater mileage. See your Hood dealer today. *Factories: Akron, Ohio and Los Angeles, Calif.*



FORTY YEARS OF QUALITY RUBBER PRODUCTS

The Present toasts the Past in Mount Vernon!



IT was a gracious custom of George Washington's to welcome his intimate friends with a most excellent rye whiskey made on his own plantation. The Mount Vernon rye of today occupies a similarly high place in the hospitality of particular people. To serve Mount Vernon marks you as a discriminating host; to be served it tells you that you are welcome company—for it is truly *the patrician of American ryes!*

NATIONAL DISTILLERS PRODUCTS CORP., NEW YORK

Mount Vernon



YOUR GUIDE TO  GOOD LIQUORS

•
STRAIGHT
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WHISKEY
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BOTTLED IN BOND
Under U. S. Government
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FULL 100 PROOF

"Do smokers appreciate the Costlier Tobaccos in Camels?"

A QUESTION ASKED BY MANY PEOPLE —



THE BEST ANSWER IS...

Camels are the Largest-Selling cigarette in America!

HELEN HICKS (right): "I smoke Camels constantly without a sign of 'jittery nerves.' That's a big thing to me. I know Gene Sarazen, Lawson Little, and a lot of other top-notchers in golf smoke Camels too. They must feel as I do—that Camels are the last word in mildness."



Camels have given more people more pleasure than any other cigarette!

AND this didn't happen by chance. Camels are the largest-selling cigarette in America...and in the *world*...because people *can* and *do* appreciate finer, costlier tobaccos.

Millions of men and women have given Camels the severest test—they have smoked them steadily. And have learned to trust those finer tobaccos to give them more of the pleasure they want in smoking. If you are not a Camel smoker, try them. See if you, too, don't agree with those who find more enjoyment in *Camel's finer, costlier tobaccos*.



JOSELYN LIBBY (right): "I smoke Camels—nothing else! As a secretary, I have to be on my toes every minute. When I feel fatigued, I take time out for a Camel and get a quick 'lift.' I'd walk a mile for a Camel!"



SIR HUBERT WILKINS (left): "Where I go, Camels go with me. When I'm up in the Arctic, for instance, I'm never without Camels. I give credit to the Camels I smoke for helping to make my monotonous explorer's diet taste good and digest more smoothly."

RADIO ANNOUNCER, Ray Winters (above): "I'm on the air 40 hours per week—some wear and tear on the throat! I've smoked Camels for 10 years and they've never roughed up my throat. That shows they sure are mild!"



SHIP'S ENGINEER, George Buckingham (left): "Ashore or afloat, you won't catch me without a good supply of Camels handy. No sir! I've been smoking 'em for years. I just never tire of that agreeable, natural taste of Camels."

NEW CAMEL CARAVAN

2 great shows in a single hour's entertainment!

Includes "Jack Oakie College" and Benny Goodman's "Swing School"! 60 fast minutes of grand fun and music. Every Tuesday night at 9:30 p.m. E.S.T., 8:30 p.m. C.S.T., 7:30 p.m. M.S.T., 6:30 p.m. P.S.T., WABC-CBS.

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Camels are a matchless blend of finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic.